TEARSHEET

October 1991

Case Histories

Gary Campesi
Art Director

PHAR-MOR INC.
20 Federal Plaza West
Youngstown, OH 44501-0400

A potpourri of artwork from various *PMS* and *Clipper* issues puts some graphic punch in this clever birthday greeting. This newspaper imitator was created in the Macintosh IICX.

THE YOUNGBURGH BUGLE

Volume Number I, Number I | Monday, May 20, 1991 | Special Birthday Issue

Carol Robinson, Advertising Budget Disappear

Michael Monus, above, could not control his grief.

PITTSBURGH, May 1, 1991 -- Advertising executive Carol L. Robinson disappeared today, following a stress-filled month of discussions with reporters from The Wall Street Journal.

Pittsburgh police report seeing Robinson in a late-model Acura Legend, speeding south on Route 79.

The Pittsburgh force is working in cooperation with a Youngstown investigative team on a possible connection between Robinson's disappearance and the approval of a $10 million purchase order in Robinson's name for "advertising expenditures."

"There's no way you can tell me Carol's disappearance is linked to that purchase order," says Karen Buxton, Robinson's secretary. "She is devoted to her family and to the company. I think it's definitely foul play."

Direct mail media supervisor Debbie Hoffman is working with Advo on a "Missing Person" detached card (two color, two sides, with halftones) that will be distributed to 6 million households nationwide, within a 5-to-10- mile radius of all the company's stores. The headline reads: "HAVE YOU SEEN CAROL ROBINSON?"

Police say an investigation is proceeding.

The Young Carol Robinson

Brother Steve Goes *Way* Back

Sure, Carol Robinson's life is one of non-stop excitement, glamour and high-speed shuttles from Pittsburgh to Youngstown, from Youngstown to Pittsburgh, from Pittsburgh to Youngstown to Boardman, from Boardman to Pittsburgh . .

But what of the real Carol?
Who can tell us about the woman behind all the "Food by Dickson" power lunches?
Who remembers what Carol was like when she was young and innocent -- before she hired D. DiSanto?

Brother Steve, that's who!

Here's an up close and personal look at the sibling who knew Carol when...

I picture the young Carol to be warm, caring, a lover of puppies, a child of impeccable manners. Am I right?

Not in the least. The Carol I knew was demanding, craved attention, kicked the cat, talked with her mouth full ... A natural for the advertising business.

So, the huckster muse attached itself to Carol like a slug and wouldn't let go?

Exactly. She was a hack then and she's a big hack now. We're so proud of her.

And like other young girls during the sixties, she probably went through a rebellious stage . . .

Oh for sure. I remember my mother saying to my father, "I give up. If Carol wants to run around with a bunch of no-good, radical long-hairs, then I'm not going to stand in her way." That's all Carol needed to hear. She jumped into that Volvo with the Young Republicans and we didn't hear from her for *hours*.

Thank God she turned her life around.

Really. Now she's a Vice President of one of the country's largest, privately-held, non-denominational, multi-dimensional, really inspirational deep discount drug chains. People look up to Carol like you wouldn't believe. And she's so short! You know, mom and dad feel really awful that they used to tell her she was adopted. And that time they took her playpen out onto the middle of the Parkway East" Carol -- all they wanted was for you to get some sun. I swear.

Robinson Spotted In Miami, Ad Staff Scrambles

FT. LAUDERDALE, May 6 -- Broward County Sheriffs today reported seeing a car matching the description of the vehicle allegedly driven from the Pittsburgh area by fugitive ad executive Carol L. Robinson.

Sheriffs, who had been notified by Robinson's corporate office that she was the victim of foul play, cautiously approached the car in a Freddy's parking lot.

"When we got within 50 yards, she bolted from the store clutching boxes of Teddy Grahams and Pepperidge Farm cookies, jumped in the car and took off," said Sheriff's deputy Sam Walton. "It sure looked like she was running from something. And she had dollar bills stuffed in the cookie boxes."

A chase ensued, but Robinson was able to outwit police by driving her car across the Inverrary Golf Course's 18th green.

Upon hearing this report, corporate officials refused comment.
Karen Buxton, Robinson's secretary said, "I think Carol was just in a hurry for a meeting . . . yeah, that's it. And no, I haven't heard from her . . . why would you think I talked to her?"

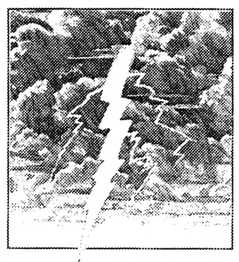
Meanwhile, back in Pittsburgh, the print media planners and broadcast supervisor were scrambling to pay invoices from more than 200 newspapers and 100 radio stations. Since Robinson's self-approval of a $10 million purchase order, accounts payable has put a hold on all expenditures.

Debbie Bailey, Debbie Hoffman, Abbie Farbman and Tammy Keene have spent two frantic days fielding calls from newspaper reps all over the country. Threats have come in by the hundreds and deliveries of boxes full of candy laced with broken glass have increased.

John Learish spent most of the last two days on a street corner near Three Rivers Stadium asking "Who needs two?" in an attempt to raise cash through Pirates ticket sales.

Phar-Mor Advertising/ PR Staff Named 'BEST In History'

Says Robinson: "That's great, gotta go. It's my turn for carpool."



in a move of unprecedented proportions, God, in an 8:00 a.m. news conference, today declared the Phar-Mor Advertising/Public Relations Department as "Best In History."

At the news conference, God said the announcement was timed to coincide with the birth anniversary of the department's Vice President and leader, Carol L. Robinson.

"I wanted to give Carol this award while she was . . . you know . . . still around to enjoy it," God said. "I don't know about you, but I hate those awards shows that make a big deal over someone after they kick."

Asked for her reaction to the award, Carol said, "That's great, gotta go. It's my turn for carpool." When asked if the 'Best in History' award was especially significant to her, Carol responded, "Nothing against God, but I'd sell my soul for a Clio."

Reaction in Phar-Mor's Youngstown and Pittsburgh advertising departments was unpredictably swift:

"What award, what news conference?" PR Supervisor Jeff Durosko said. "Who took me out of this loop?"

From D.M. DiSantis, Director of Print Advertising: "For this, I went to twelve years of Catholic school?"

Specifics are still pending, however, informed sources have revealed Mr. Anthony's in Boardman as the site for the awards ceremony. Entertainment will be provided by Amos Fegley and the All American Girls.

Mystery Lady Boards Flight For Cancun; Pittsburgh Staff Boards Windows

MIAMI, May 20 -- After two weeks eluding police, it is believed that Carol Robinson today boarded a Continental flight for Cancun, Mexico. A woman matching Robinson's general description was sighted jumping out of a Miami taxicab on the runway at Miami International Airport and racing onto a plane headed for the Mexican Riviera city.

"You'll never catch me, coppers," she was heard saying.

Though some in the corporate office were stunned, Tammy Keene noted Robinson's access to a number of Continental Airlines coupons and said, "She did it. I'm sure of it. Besides, she didn't offer me any big bucks to keep my mouth shut."

Robinson's car phone bill was scrutinized after police found Karen Buxton, Robinson's suddenly wealthy secretary, attempting to put the bill through the shredder.

"You'll never catch her, coppers," Buxton said as police removed her. She had nearly held off the entire Pittsburgh police force through effective use of a building security intercom system.

On Robinson's phone bill, police found multiple calls to an Hispanic advertising agency in San Antonio, Inventia. When police called that number, they were referred to a Cancun, Mexico condominium owned by Inventia employee Heberto Gutierrez.

As police escorted Buxton to prison, the rest of the Pittsburgh staff began boarding windows and doors to keep out the hoards of IRS agents circling the block.

"Although she has cut back her hours, we thought it was because she wanted to spend time with her family," said Debbie Bailey. "But come to think of it, she has grown very fond of nacho chips and salsa lately."

"When my grand opening list had Cancun, Mexico on it, I must have thought is said Cancun, New Mexico," said Abbie Farbman, media planner. "But when I called the first newspaper and couldn't understand anything Juanita was saying, I knew something was up."

Public Relations Supervisor Jeff Durosko issued the following statement: "We stand behind Carol Robinson and believe in her," said Durosko, wearing a new Armani suit. "This is a frame," he said as his new diamond pinkie ring flashed in the sunlight, temporarily blinding three members of the national press corps.

Barbara Weizenbaum, public relations coordinator honeymooning in Cancun, continued, "We must go on. Since she's already there, why not organize a 'Barbie Goes to Mexico' promotion?"

In a plea bargain with the Pittsburgh district attorney, John Learish has agreed to fly to Cancun to assist with police negotiations in exchange for dismissal of his solicitation charge.

And in a related story, Robinson's worst fears were realized today when the Pittsburgh advertising staff won a $56 million Pennsylvania Lottery prize. A message from Robinson was received on an answering machine set up by the now-departed staff asking if "she can still get into the pool." Unfortunately, police were unable to trace the call.

Shelley-scopes

Wisdom For The Workplace

Aquarium: Beware, Aquarium. Without strong direction you may find yourself swimming aimlessly around in circles.

Pisces: A little extra effort will find you scaling new heights. Without it -- you may find yourself all wet. Just don't be shellfish.

Aries: Don't get discouraged, Aries. Sooner or later things will get better . . . unless they don't.

Taurus: The world of high finance is where you wish to be. Follow your heart, you're a natural for stocks and bonds.

Gemini: This is an auspicious time! Your moon is over Miami and Hollywood calls. You, too, have a great future in gum commercials.

Cancer: Avoid high pressure situations. Undue stress may make you crabby.

Leo: In Youngstown, basketball is your sport. Avoid gossip, lion-hearted one. You can easily develop a reputation for being catty.

Virgo: So, who do you think you're kidding?

Libra: On balance your life is going well, but remember to turn a blind eye to those who would upset you.

Scorpio: People who don't know you well may find you a bit venomous, but don't let it bug you.

Sagittarius: Sorry, Sag, but according to the stars your life is the pits and there's nothing you can do about it.

Capricorn: You're a horny little Capricorn, but take heart. Venus (or is that Virgo?) is on the horizon and your social life can't get any worse.

CHART SHELLEY'S TOPPERS

What's Hot On This Day In Entertainment

Bestsellers: "Birth of a Notion": Kitty Kelley's rousing action/adventure tale about the building of an advertising empire. Any resemblance to actual persons or events is strictly intentional.

Non-fiction: "A Woman's Prerogative." Changing your mind, THE new management strategy for the 1990's.

Song: Pop: "Baby, I've Got An Angle On You," by The 10 Degrees.

Rap: "Yo Mama! Keep Those Public Relations Private!" by the De'Roscoes.

TV: Top Show: 60 Minutes . . . 'til deadline

Movies: "Dancing with Bill Wolfe"

What Would Carol Do? A multiple choice quiz.

(Answers appear on page 7. See store for details.)

1. ***You're about to ship an ad that shows lawn chairs at $1.19 each. You think it's wrong. What would Carol do?***
   a. transpose lawn chairs and barbecue grills. b. cancel the ad. c. run a "void where prohibited by law" disclaimer. d. run the ad and buy 150 lawn chairs for friends and family.
2. ***You're proofing an ad that shows two bottles of bubbles at one price point. What would Carol do?***
   a. blow the bubbles. b. cancel the ad. c. show the case price in all but Missouri markets. d. hang someone on staff by his/her toenails.
3. ***The Phar-Mor Million Dollar Championship souvenir book has Mickey Manus' photo transposed with Ed Thomas'. What would Carol do?***
   a. fire someone. b. point out to Mickey that at least he and Ed are both right-handed. c.make someone on staff paste the photos in correct position on all 12,000 copies. d. fire everyone.
4. ***You're in a store, and you notice that one of the new signs does not match the others. What would Carol do?***
   a. fire someone, and hang that person's photo in the store. b. add a burst. c. re-do all of the other signs so they will match the new one. d. make it bilingual.
5. ***You're in the middle of the busiest advertising season (January 15-December 15), and twelve people have requested vacation days. What would Carol do?***
   a. laugh hysterically for hours. b. go on vacation. c. replace everyone who requested vacation days. d. all of the above.
6. ***You're waiting to meet with Joe Pingue, and he is running about 5 hours late. What would Carol do?***
   a. search desperately for Goo-Goo clusters to sustain your energy level. b. try to re-schedule the meeting to coincide with the next lunar eclipse. c. use the time effectively by reviewing the pay levels of all your staff members. d. make one of your staff members do an impersonation of Joe and have a pretend meeting.
7. ***You've been asked to translate the chainwide circulars into Spanish, Lithuanian and Ugandan. What would Carol do?***
   a. enlarge the photos. b. enlarge the price points. c. add more merchandise. d. change the background colors.
8. ***A customer calls to complain that her free-with-purchase Merry Poppins popcorn did not pop fully, and as a result she and her family experienced pain and suffering. What would Carol do?***
   a. send the woman 36 packages of popcorn and a free video rental certificate. b. tell the woman about the time when a kernel got stuck in your esophagus and your lips were turning blue so you had to stick your fingers down your throat and you could have died, but you never complained. c. chide the advertising department for not having run a warning disclaimer in the ad. d. transfer the call.
9. ***The Power Plan invitations are on press, and you realize that the date is missing in the copy. What would Carol do?***
   a. add "everyday" flags. b. change the typeface. c. cancel Power Plan. d. don't do anything and see if anyone else notices.
10. ***A typo appears in a chainwide video ad. Instead of "Flight of the Condor" it reads "Flight of the Condom." What would Carol do?***
    a. ask Ed Reynolds if we can get co-op money from Trojan. b. ask Diane Olenik if she can produce a video with that title. c. be creative--think of some cross-couponing opportunities d. see if we can get co-op money from Continental Airlines.

If you answered 7-10 questions correctly, congratulations! You have obviously been watching Carol very closely. But, alas, you should have been working instead of watching, so you're fired.
If you answered 4-6 questions correctly, nice try! But you probably don't have what it takes to follow in Carol's footsteps, so you're fired.
If you answered 3 questions or less correctly, give it up! You can never even hope to be a Carol Clone.
You are either very stupid or very inexperienced. Please send your resume and a letter of introduction to: Advertising Dept., P.O. Box 40000, Youngstown 44501-01010101J.

You can just blame it on us!

YOUNGSTOWN STAFF
•Patricia Beard •Chris Bertani •Amy Bertilacci •Gina Biondello •Gary Campesi •Joann Corll •Lillian Conningham •D.M.DiSantis •Carol Dittmar •Wanda Fennell •Natalie Fusco •Pat Gadola •Carrie Giovannone •Karen Hirsch •Shelley Hunter •Ed Kraynak •Lisa Liposchak •Gayle Norris •Loretta O'lenik •Leigh Pierce •Craig Snyder •Melissa Tanferno •Lori Wirth

PITTSBURGH STAFF
•Debbie Bailey •Karen Buxton •Jeff Durosko •Abbie Farbman •Debbie Hoffman •Tammy Keene •John Learish •Barb Weizenbaum

Case Histories

Sally Cravens
Graphic Designer

HERALD-TIMES
1900 S. Walnut
Bloomington, IN 47404

Sophisticated newspaper ads play up the harmonious lifestyle of this condohome community with the talented musicians from May 91 *PMS*. "We wanted something different...and this great art just fit the bill! Thanks," said Cravens.

peppergrass v

WE'RE PLAYING YOUR SONG.

A symphony of luxurious living.

That's what you'll experience when you live at Peppergrass V. You'll find a little of everything at Peppergrass. A lifestyle designed with you in mind where you can enjoy the swimming pool, tennis court, community building, walking trail, stocked pond with shelter houses for your picnics or parties.

You will love the peaceful atmosphere that your new condohome will be situated in. Don't miss the opportunity to be the proud owner of your own condohome in the final phase of Peppergrass.

Stop by our model home today for a tour of the community that is right in tune with your carefree lifestyle. We play your kind of music at Peppergrass V. Our model is open 1 to 5 daily for your convenience or by appointment anytime. We're just south of Winslow Road off Walnut Street Pike.

Marketed By:

Peppergrass
A Bill Morrow/Howard Young Quality Development

BILL MORROW REALTORS

You're Smarter To Choose Gas
Featuring Energy Efficient Gas Heat and Water Heating

We're Drummin' Up A Carefree Lifestyle Just for You.

You can't beat our condohomes

That's what you'll experience at Peppergrass V. You'll march to beat of a carefree drummer as you relax by the swimming pool or play a game of tennis. Or have your friends over for a picnic beside one of our stocked ponds. Life is carefree at Peppergrass... you'll be amazed at the peaceful atmosphere.

When you're ready to claim this carefree community, stop by our model condohome or call 332-6311 for an appointment.

Marketed by:

BILL MORROW REALTORS

Peppergrass V
A Bill Morrow/Howard Young Quality Development

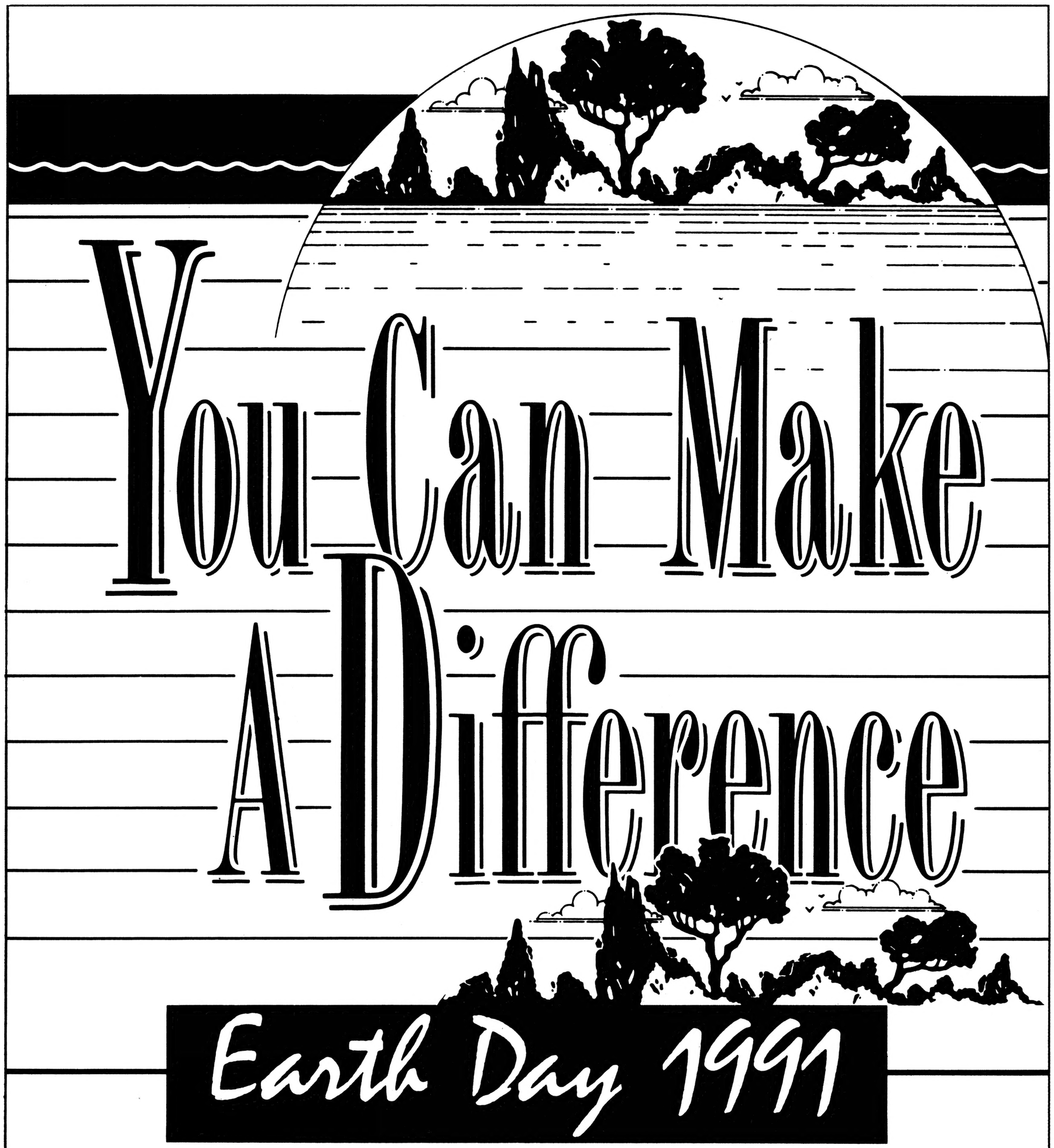
You're Smarter To Choose Gas
Featuring Energy Efficient Natural Gas Heat and Water Heating

Case Histories

Patty Watkins
Art Dept. Supervisor

MORRISON'S CUSTOM MANAGEMENT
844 Market Street
Kingston, PA 18704

April 87 *PMS* art tied in perfectly with cafeteria's earth day theme: You Can Make a Difference. Printed in green and blue on white stock. A companion 5" x 7" card was used to feature menu specials.

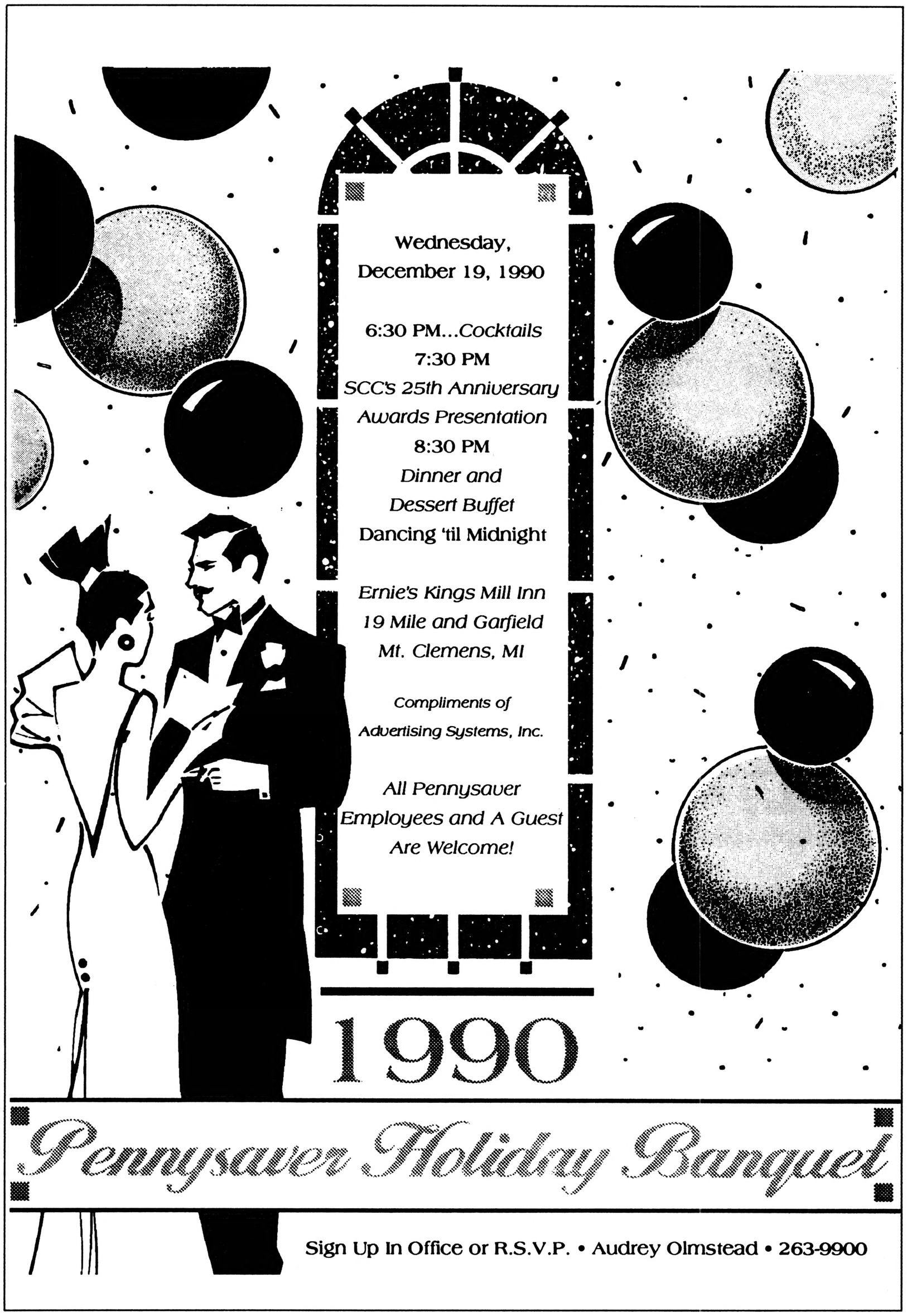


Case Histories

Diane Giangrande
Creative Coordinator

ADVERTISING SYSTEMS, INC.
42855 Garfield #105
Mt. Clemens, MI 48044

Holiday banquet invitation uses art from Dec. 88 *PMS*, slightly modified. One couple removed and balloon groups duplicated and repositioned. Printed on textured stock in black and rhodamide.

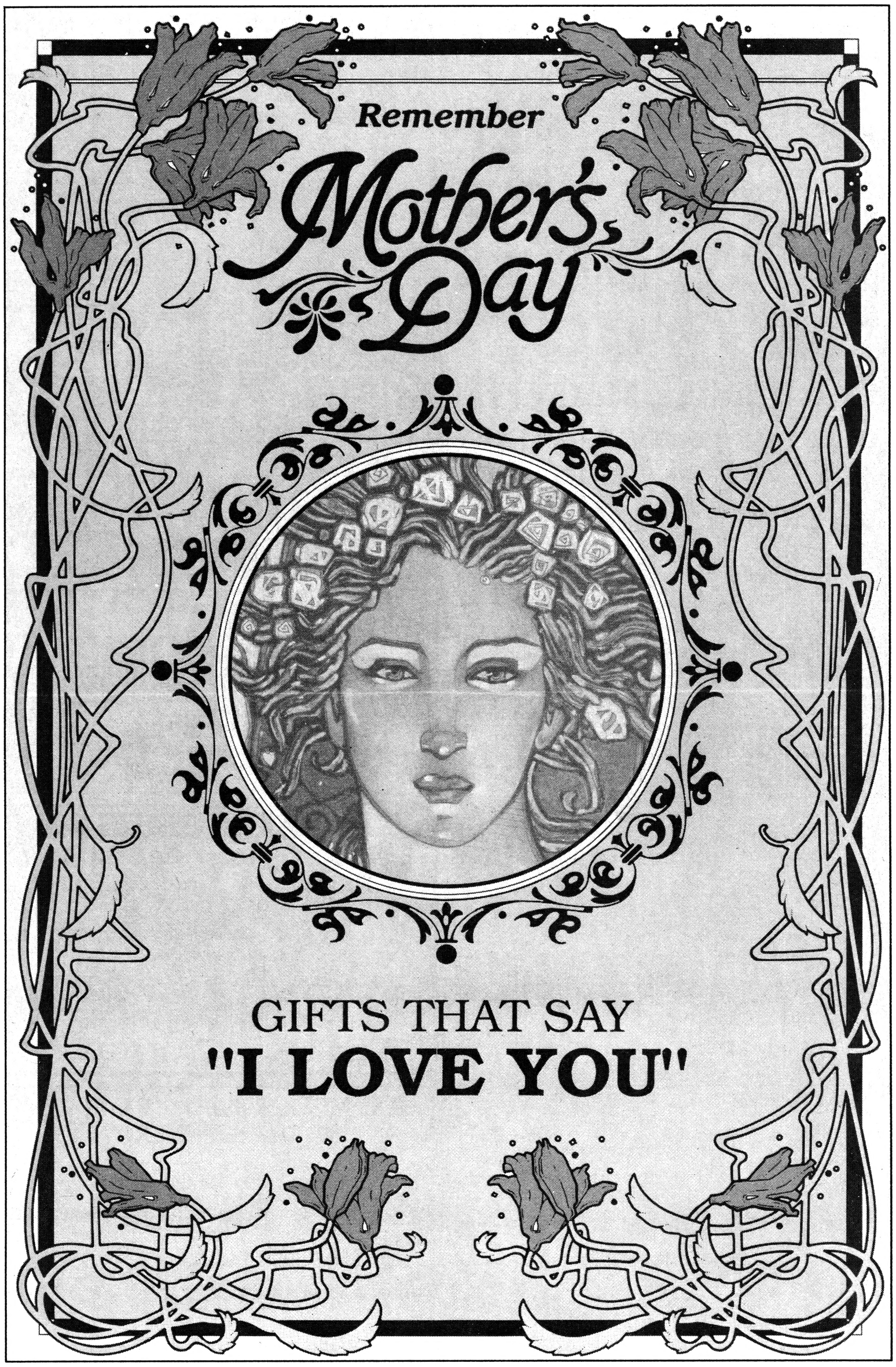


Case Histories

Pat Moss
Artist

THE DAILY NEWS
2 Apollo Drive
Batavia, NY 14020

Mother's Day gift section cover combines flower border from March 90 *PMS* and heading from May 90 *PMS* with woman's face from Sept. 90 *Clipper.* "It's great that the art of the two services works together so well..." said Moss.

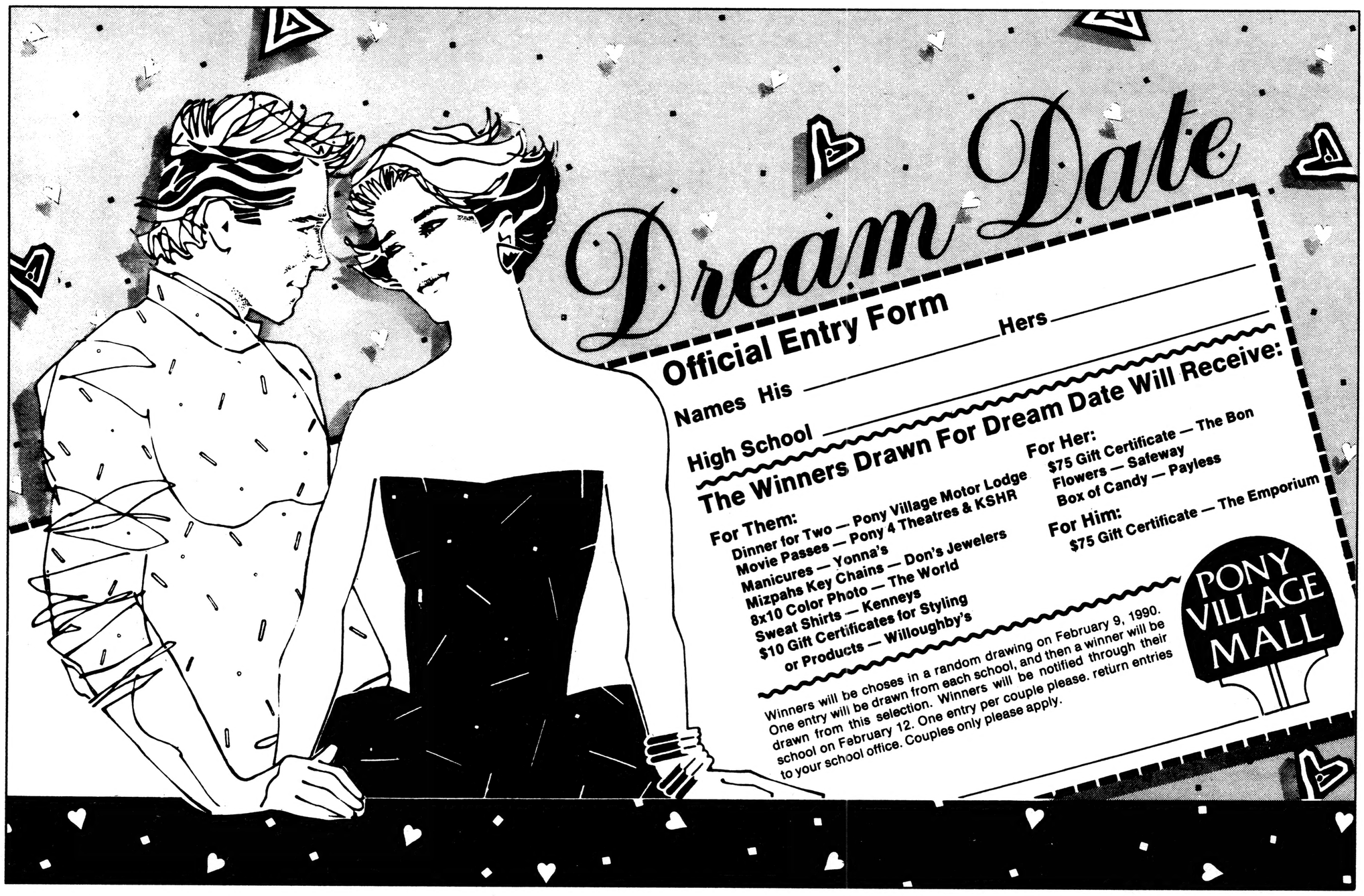


Case Histories

Pete Sutton
Art Director

THE WORLD NEWSPAPER
350 Commercial
Coos Bay, OR 97420

Newspaper ad announces a Dream Date contest with contemporary couple from Nov. 88 *PMS*. Ad is printed in black only.


Dream Date
Official Entry Form
Names His _____ Hers _____
High School _____
The Winners Drawn For Dream Date Will Receive:
For Them:
Dinner for Two — Pony Village Motor Lodge
Movie Passes — Pony 4 Theatres & KSHR
Manicures — Yonna's
Mizpahs Key Chains — Don's Jewelers
8x10 Color Photo — The World
Sweat Shirts — Kenneys
$10 Gift Certificates for Styling or Products — Willoughby's
For Her:
$75 Gift Certificate — The Bon
Flowers — Safeway
Box of Candy — Payless
For Him:
$75 Gift Certificate — The Emporium
Winners will be choses in a random drawing on February 9, 1990. One entry will be drawn from each school, and then a winner will be drawn from this selection. Winners will be notified through their school on February 12. One entry per couple please. return entries to your school office. Couples only please apply.
PONY VILLAGE MALL

PMS COVER STORY: Dynamic illustration and a creative layout make a winning team on this month's PMS cover. Basketball players from page 4 greatly enlarged and severely cropped; third player removed. Players positioned to come off top of mock newspaper page to add a sense of movement to the layout. Scribbled color effect done with marker on an overlay. Print Media Service set in Times Bold by Letraset®. Printed in three Pantone® colors plus black on Carolina cover stock.

TRADE SHOWS: This month Dynamic Graphics' representatives will be at **Seybold Desktop Publ.**, San Jose, CA, Oct. 2-4; **MacWorld**, Toronto, ONT, Oct. 8-10; **SPAI**, Cleveland, OH, Oct. 9-12; **SW Graphic Showcase**, Phoenix, AZ, Oct. 24-26; **Bay Gutenberg Festival**, San Francisco, CA, Oct. 31-Nov. 2.

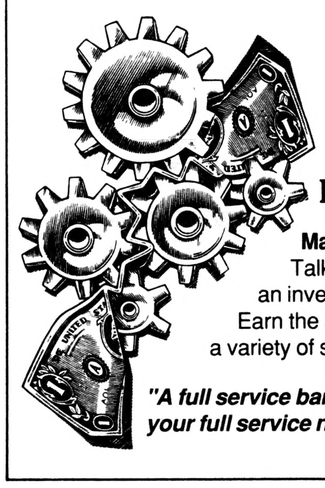
MONEY MATTERS

Remember the first dollar you ever made?

Starting your own company isn't easy. Talk with our credit officer about a variety of low interest business loans. Get the help you need for your developing business.

"A full service bank for your full service needs" **MORRIS BANK**

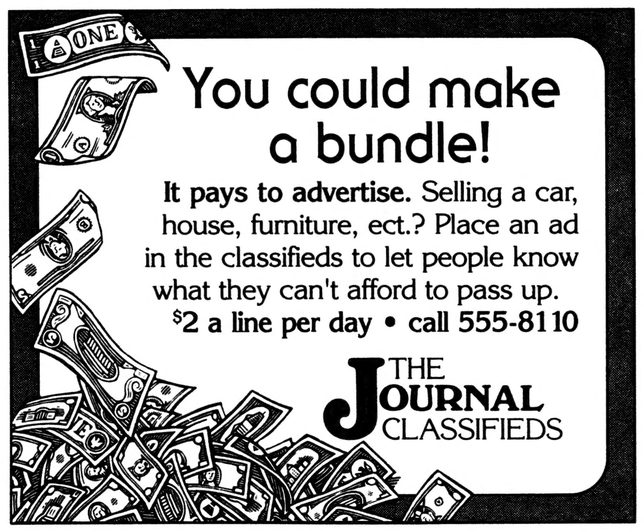
Caught in the "end of the month" money squeeze?



Make your money work for you. Talk with a financial adviser about an investment plan to fit your income. Earn the additional money needed with a variety of sound investments.

"A full service bank for your full service needs" **MORRIS BANK**

You could make a bundle!



It pays to advertise. Selling a car, house, furniture, ect.? Place an ad in the classifieds to let people know what they can't afford to pass up.
$2 a line per day • call 555-8110

THE JOURNAL CLASSIFIEDS

MONEY

In need of cash? Get a low interest student, vacation/ home improvement, or automobile loan.

MONEY

Don't know how you're going to pay tuition? Apply for a student loan to get money for college.

MONEY

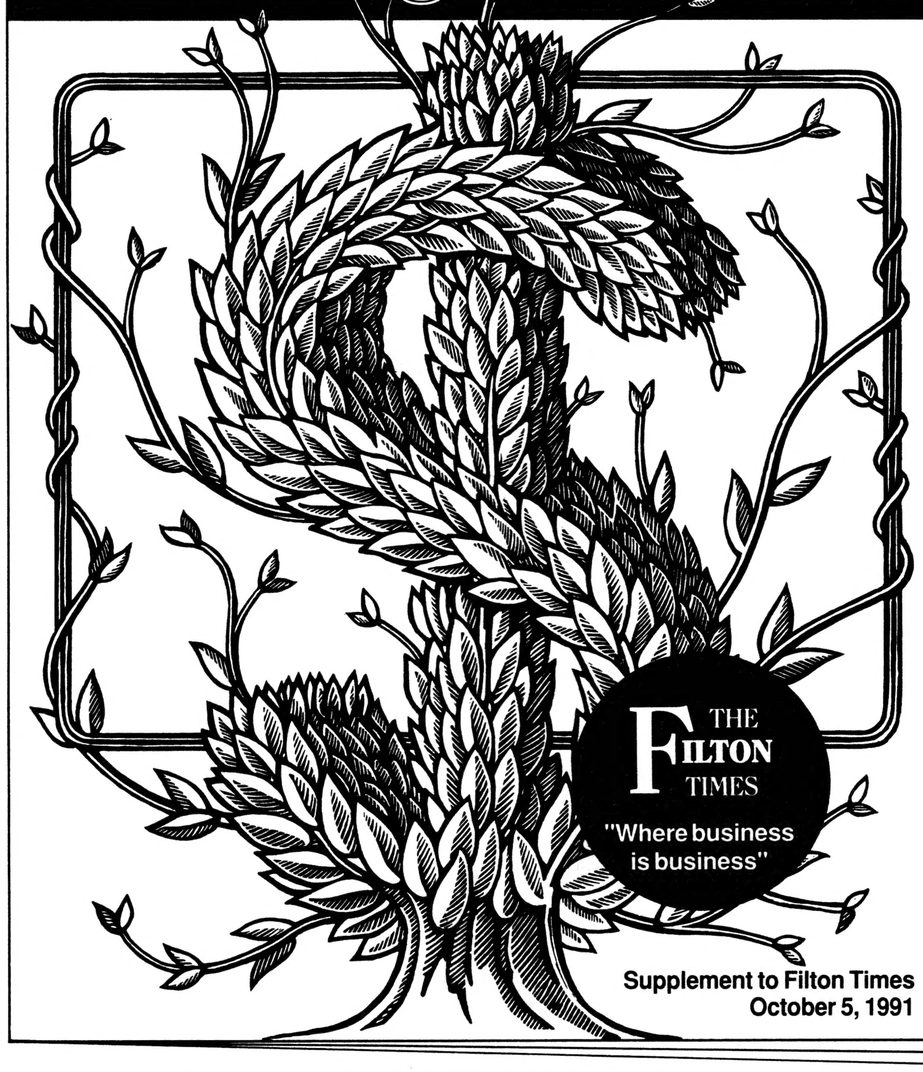
Take a trip or increase the value of your home. It's easy to apply for a quick approval personal loan.

MONEY

Trade in car for that old a new one. We offer great financing. Ask about all the loans we offer.

WESTWOOD BANK
3265 East Millford St.

THE IDEAL CLIMATE FOR YOUR Growing Business



THE FILTON TIMES
"Where business is business"

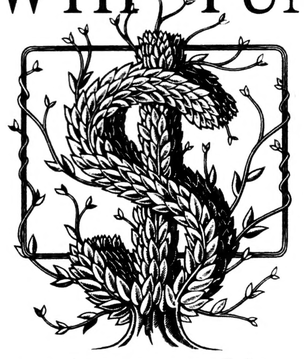
Supplement to Filton Times
October 5, 1991

GIANT Dollar Days

The big buck is back again! This weekend prices are so low you won't believe your eyes. Save on red-tagged items in every store.
October 4th thru the 6th.

Metro Mini-Mall
250 S. Linden Ave. • 9 a.m. to 5 p.m.

GROWTH FUNDS



Branch out into growth investments. Talk to an account executive about individual growth stocks and growth mutual funds. This could be the perfect addition to your investment portfolio.

Stocks • Bonds • Money Markets • T-bills • Free Quotes

Jacoby Investments Group
2235 North Martindale Parkway • Telephone 555-8380

STRETCH YOUR INVESTMENT DOLLARS

An IRA is money in the bank

Open an individual retirement account to start planning for your worry-free retirement.

IRA's have tax deferred interest you begin making withdrawls etirement, when you're usually a lower tax bracket. Call now at 55-8100 for a free IRA pamphlet. **"Save today for security tomorrow."**

oyal Oaks Bank
4443 S. Pillsburgh Avenue

"Beware of little expenses."

Ben Franklin

Open up a free checking account with no service charges. You'll see a penny saved is a penny earned.

First Bank of America
1523 West Morningside Drive Member NDIC

Fall Windfall SALE

SAVE UP TO **50%**

Rake in bargains on tables, couches, beds, and more. Hot looks for every room in the house and no payments for 6 months. The prices will fall no lower this year.

***Sheridan* Furniture Mart**

Bill Butler says...

1990 Daltin Fresco
$8610.00
This sporty 2.2 litre, fuel injected 2-door is priced to move

The Buck Stops Here!

1989 NMC Rampage
$9915.00
Warranty and low miles make this a great buy
- **4-wh. drive**
- **Disc brakes**

1990 Trucks & Vans
300 ON THE LOT!
- **Small to full size trucks**
- **All makes and models**

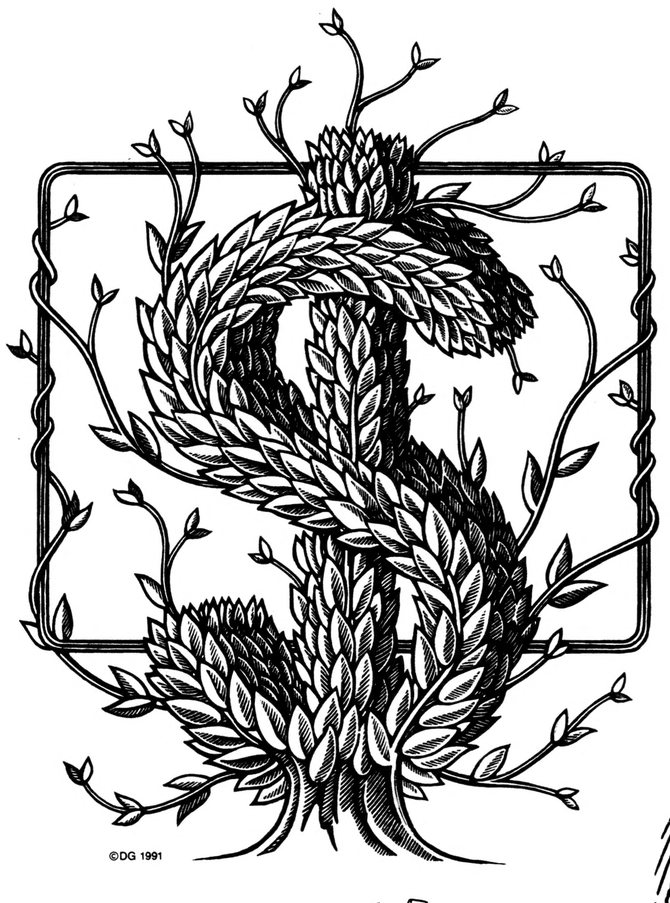
1991 Yomama Manta
Recognized in Automotive Pacesetter magazine's top ten buys for the year. All colors and options offered.

10% NMAC financing

Area's lowest prices guaranteed

Midtown Auto Sales
2492 East Farmington Avenue Open M-F 10-9 Sat. 11-6

 Print Media Service ® ©Dynamic Graphics, Inc. 1991, Peoria, Ill.



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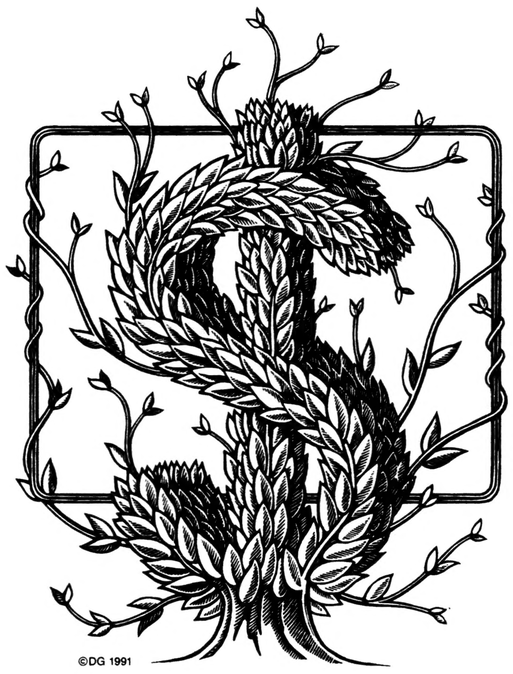

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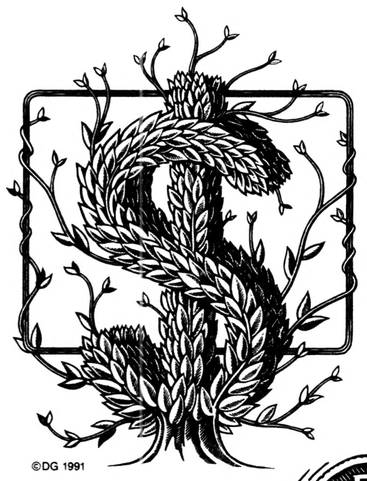

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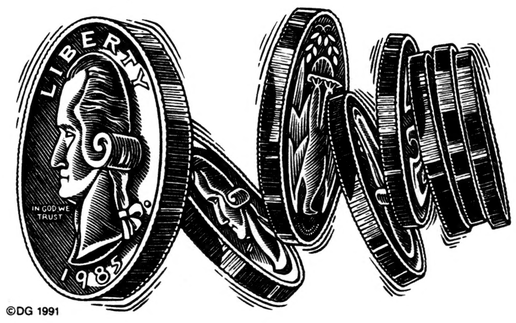

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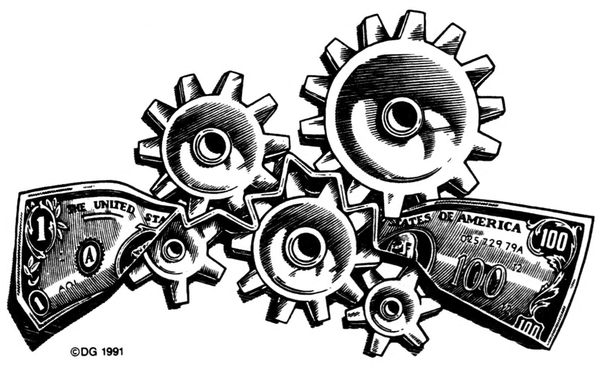

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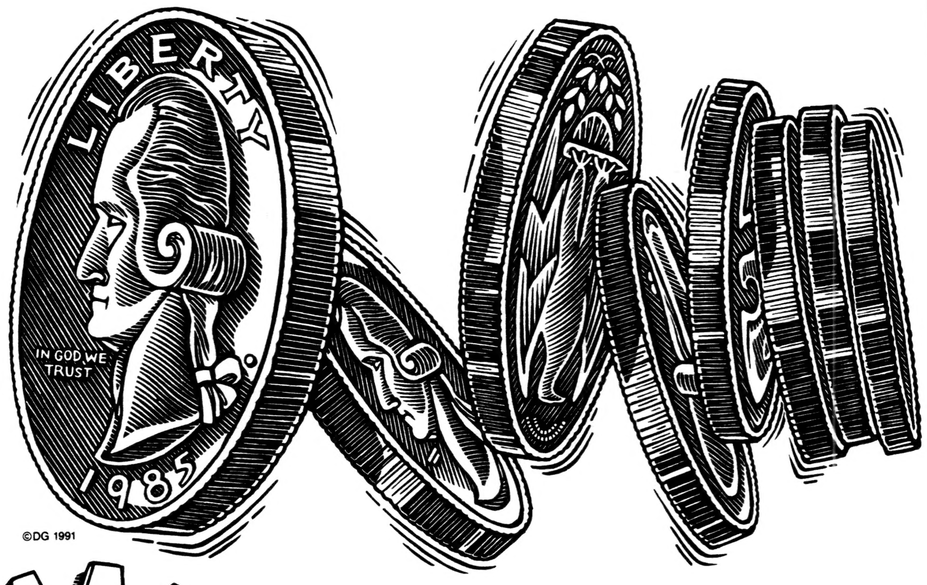

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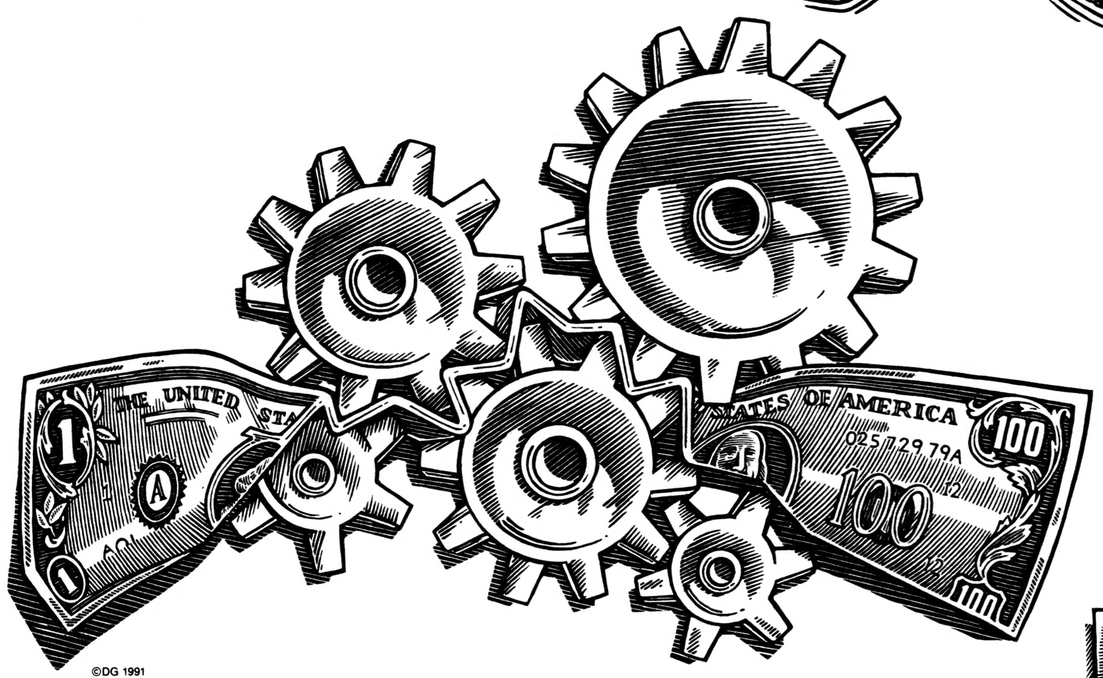

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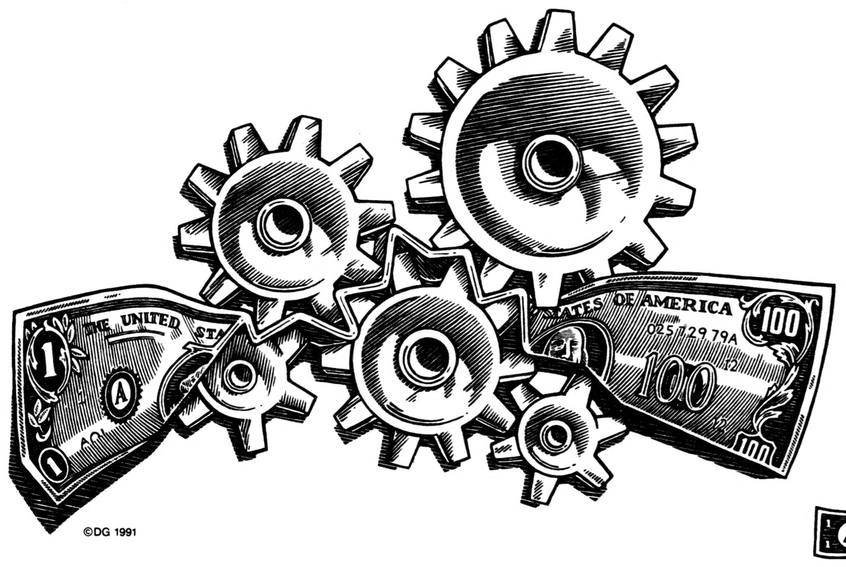

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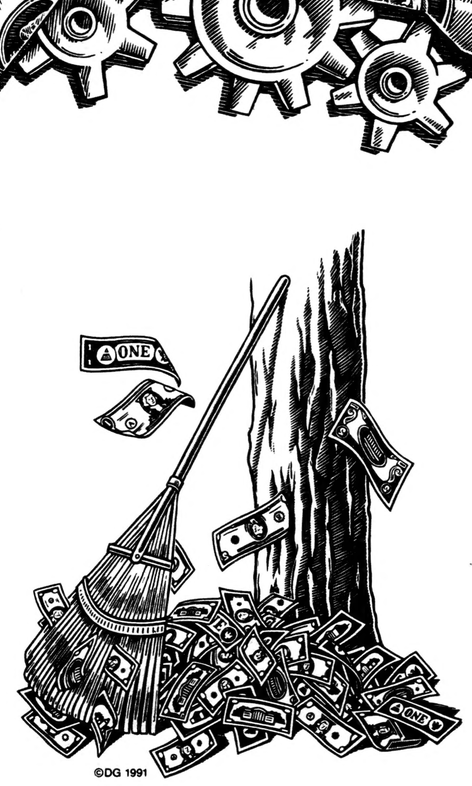

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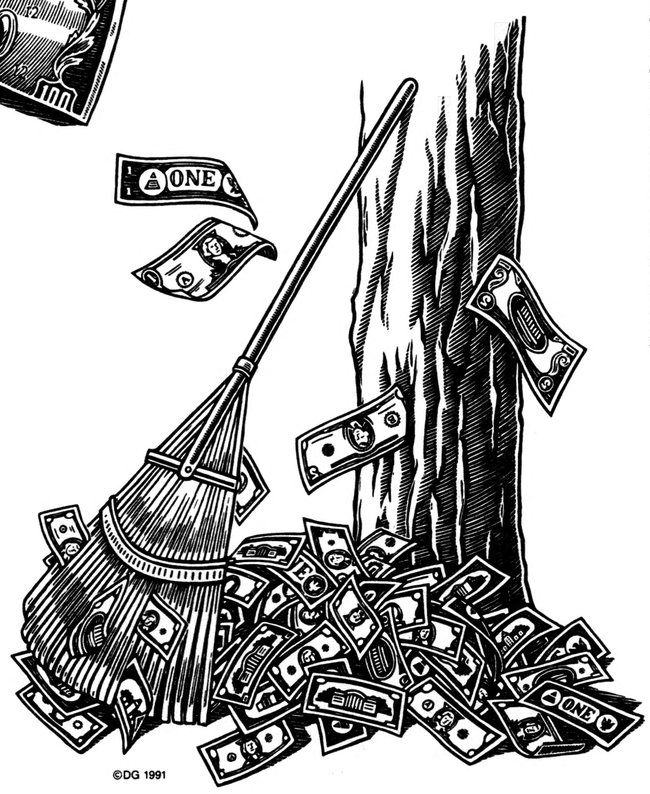

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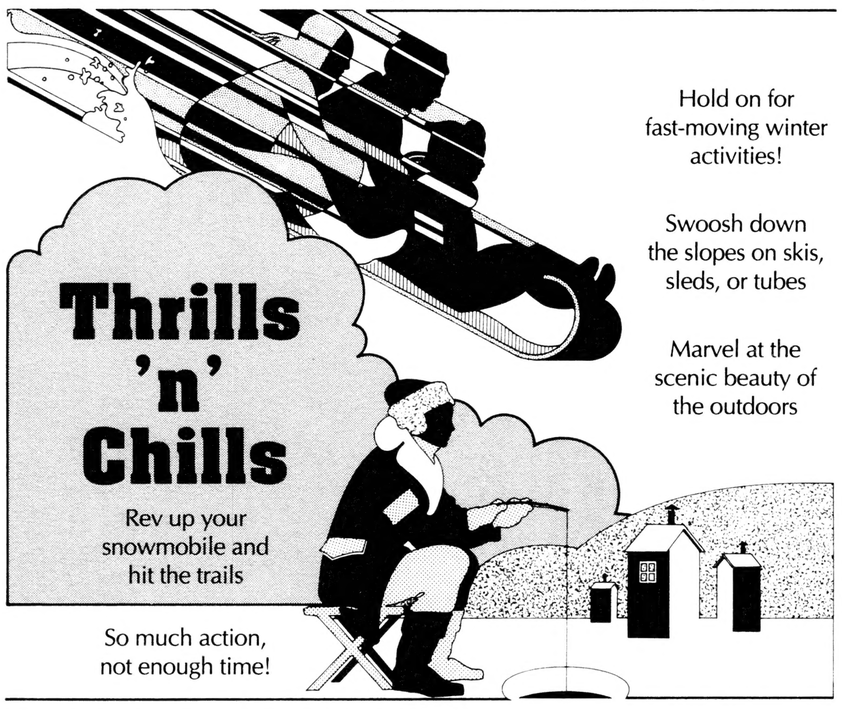
Supplement to the Times Daily Herald, Sunday, October 20, 1991



Thrills 'n' Chills

Rev up your snowmobile and hit the trails

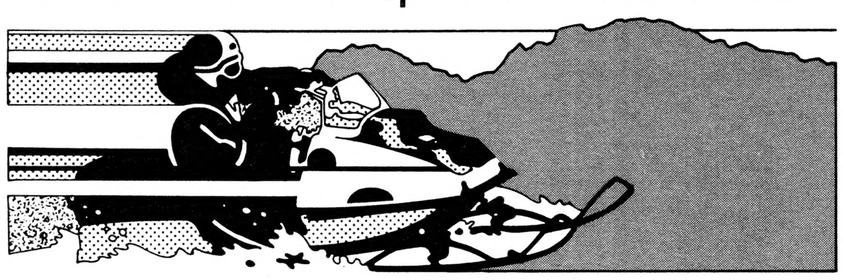
So much action, not enough time!

Hold on for fast-moving winter activities!

Swoosh down the slopes on skis, sleds, or tubes

Marvel at the scenic beauty of the outdoors

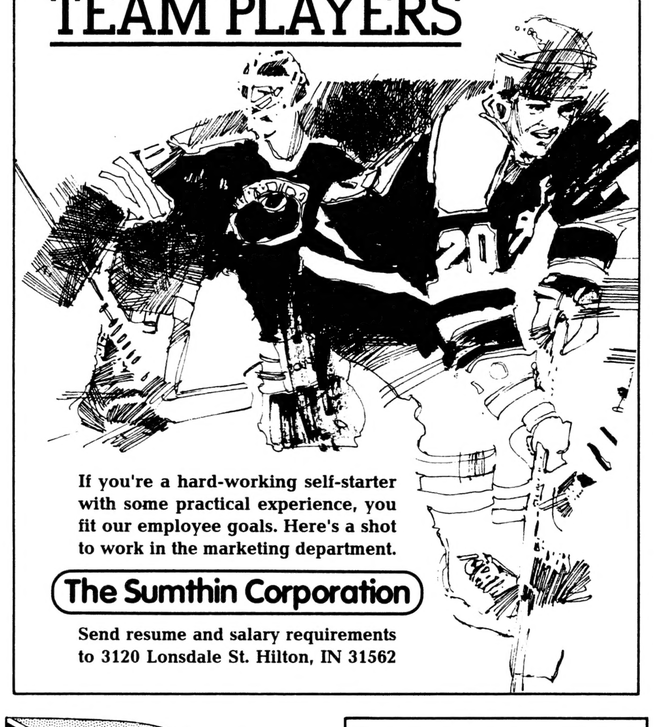
Your Guide to Winter Sports in the Nokomis Area



Beat winter blues with action packed outdoor fun

We're looking for some

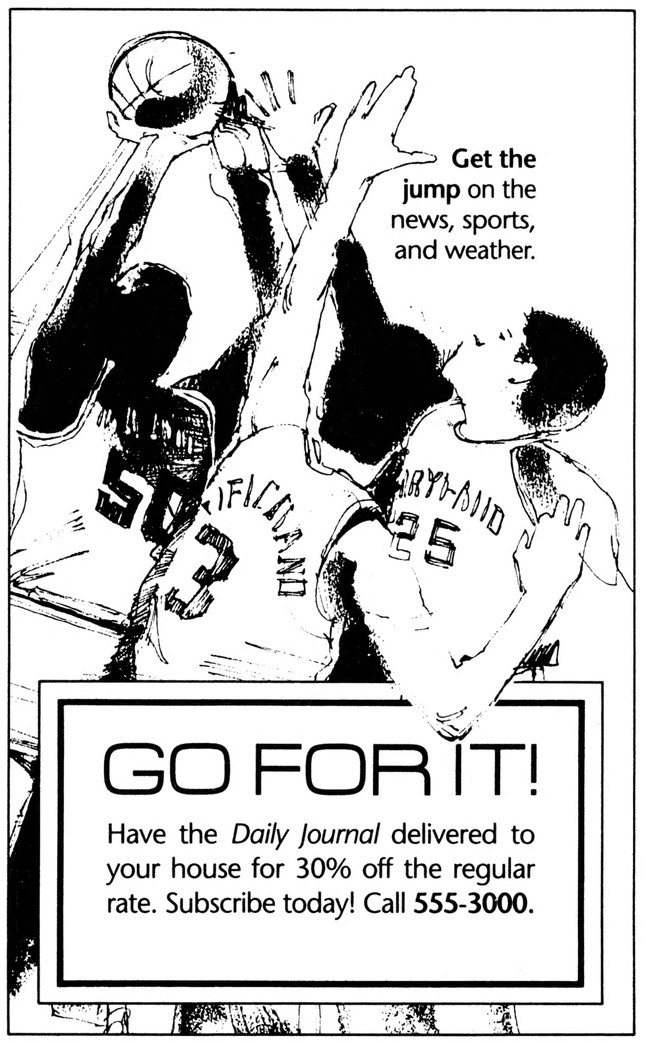
TEAM PLAYERS



If you're a hard-working self-starter with some practical experience, you fit our employee goals. Here's a shot to work in the marketing department.

The Sumthin Corporation

Send resume and salary requirements to 3120 Lonsdale St. Hilton, IN 31562



Get the jump on the news, sports, and weather.

GO FOR IT!

Have the *Daily Journal* delivered to your house for 30% off the regular rate. Subscribe today! Call **555-3000.**

Join the Club!
Afton Ski Club

Call 555-7487 for information

Get Here Fast

Save 30-60% on winter clothing & accessories

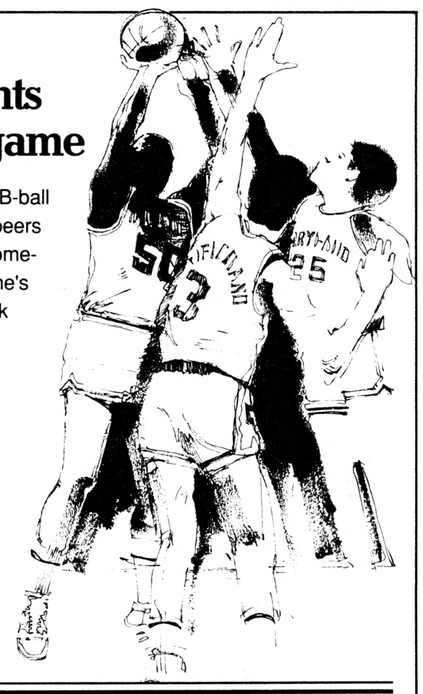
Good Sports

163 S. Nobles Rd.
M-F 9-9 • S 8-6

Fishing for fun things to do this winter?

See this Sunday's Special Section in the Herald Tribune.

Score some points after the game



Fast-break in for our B-ball special. Slam a few beers or try some shots. Something to please anyone's drinking game. Check in for crowd-pleasing prices on every pitcher of beer **after a home team victory.**

$3.50

Winners know when to quit

144 E. Sudall Drive
M-F 11-2 • Sat. 12-4

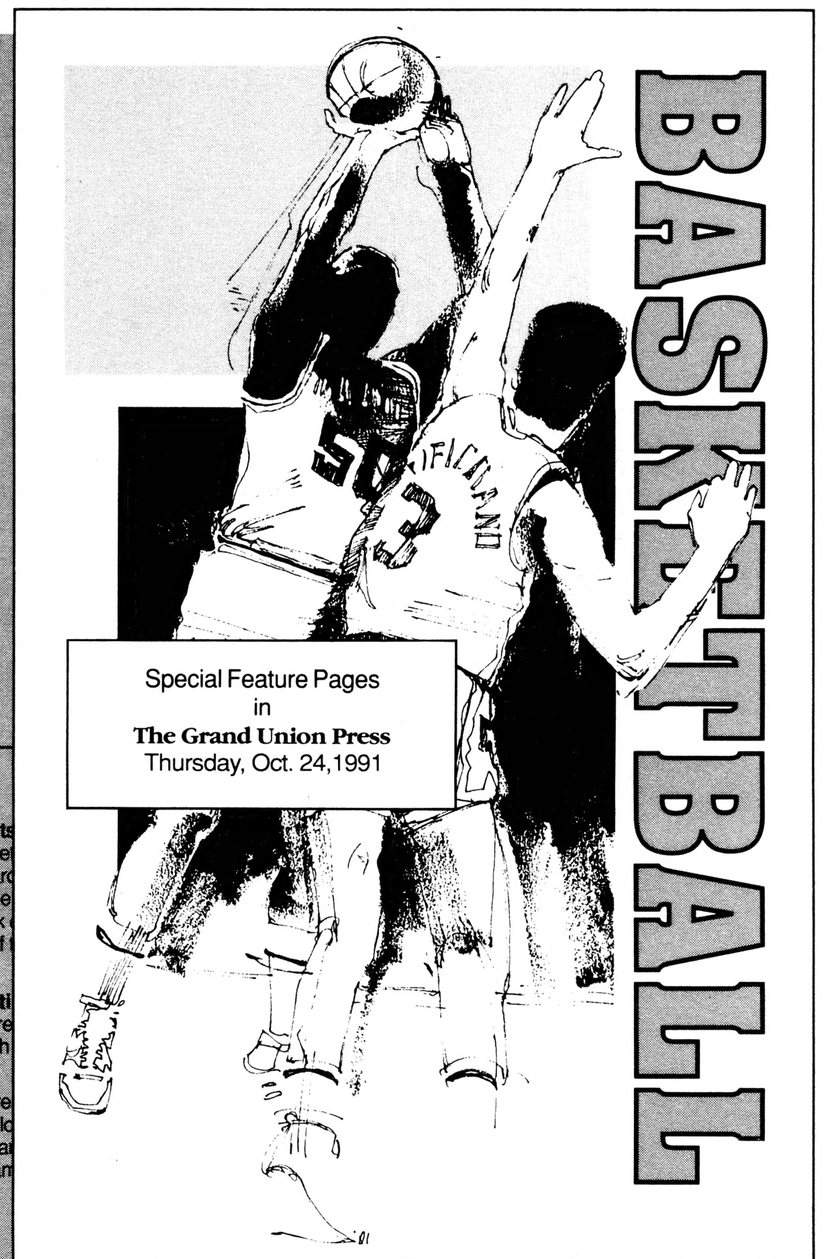
Champ's Sports Bar

Have a Winter Full of Excitement

IMPERIAL CABLE SYSTEMS

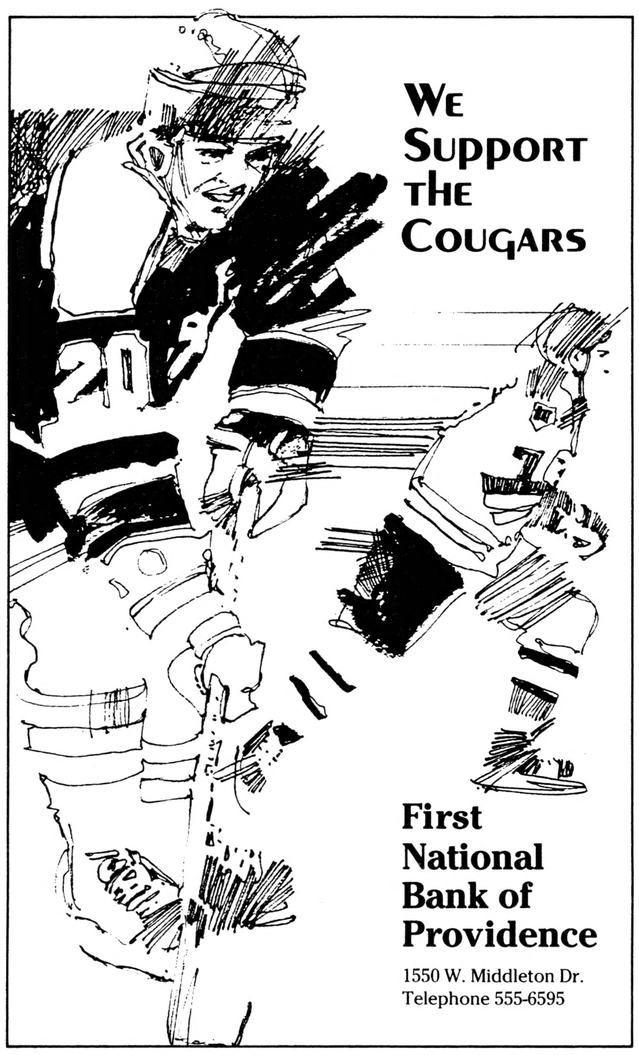
Get the live wire!
Call 555-3027
for installation

WINTER SPORTS



BASKETBALL

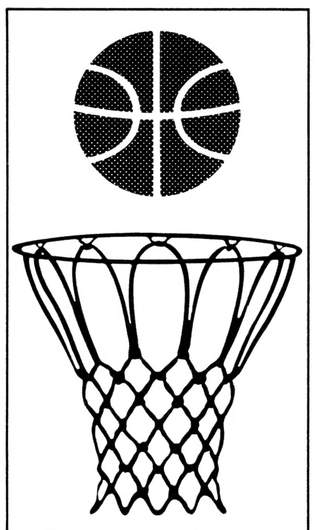
Special Feature Pages
in
The Grand Union Press
Thursday, Oct. 24,1991



We Support the Cougars

First National Bank of Providence

1550 W. Middleton Dr.
Telephone 555-6595



Buying or Selling, The Classifieds are Your Best Shot.

Call 555-4140 Today

BASKETBALL

Buzzer-beaters, clutch baskets last second prayers make baske one of the most exciting sports ar Increased attendance shows the in basketball's popularity. Check this special basketball section of newspaper to place your ad.

Get the jump on the competiti when you improve the exposure your products and services with in this new sports extra.

Check-in the game! Call and re your ad space today. You can't lo with hundreds of die-hard fans a families reading each issue. Slam company ad in our next issue.

The Grand Union Press

Date to Publish:
Thursday, Oct. 24, 1991
Advertising Deadline:
Monday, Oct. 7,1991

Phone your Press representative or Ted Waters at **555-4564**

TN-4002-7073
Tim M. Dolan
148 N. Hale Rd.
Ferris, CT 94312

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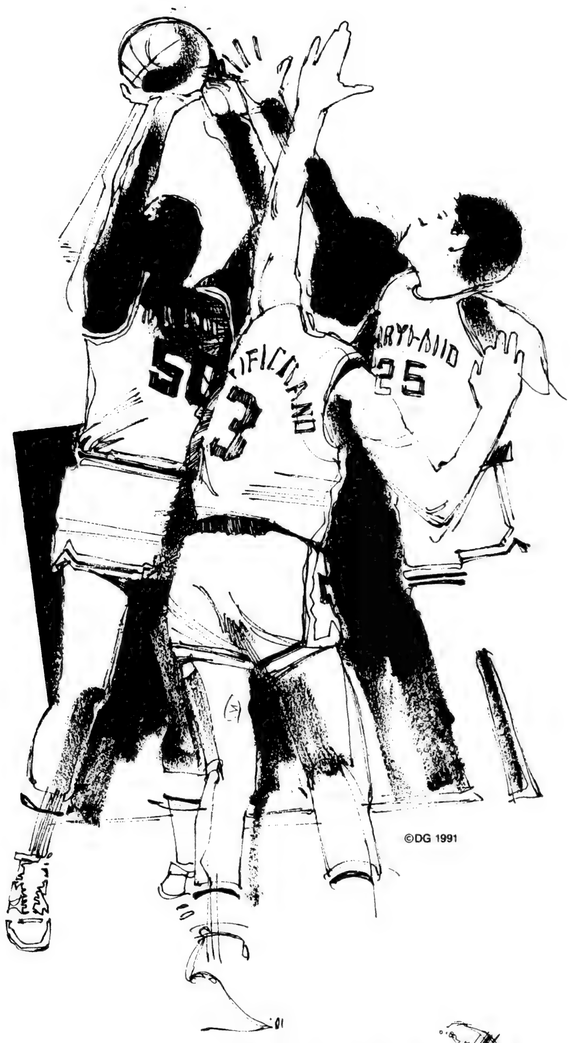

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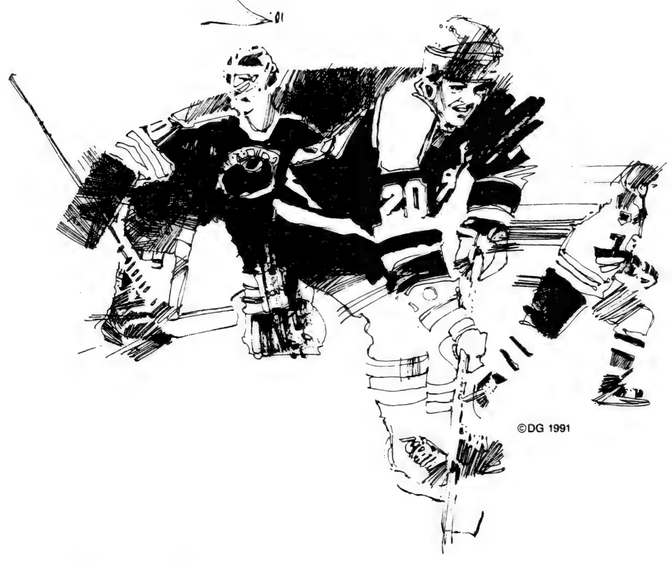

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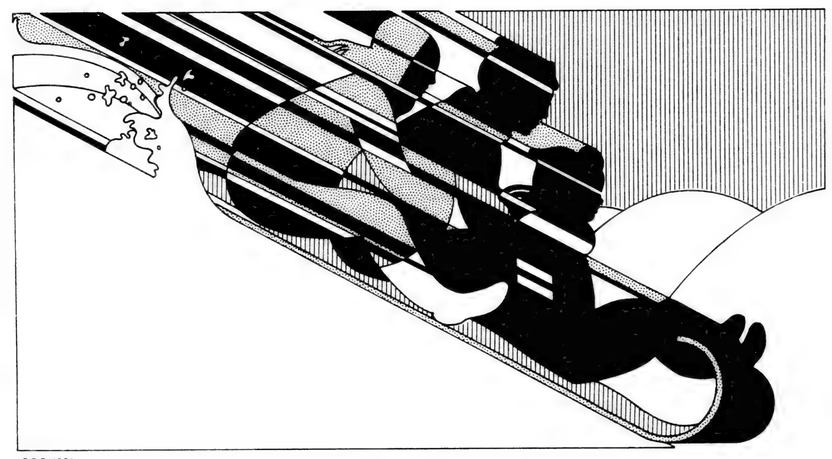
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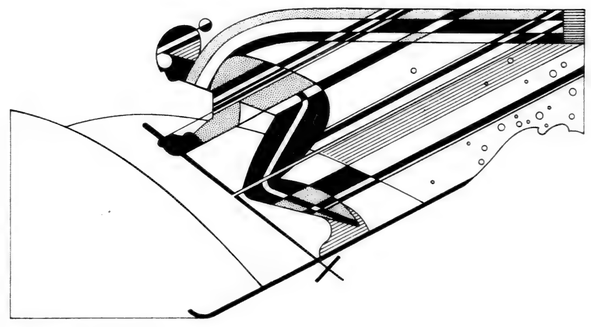
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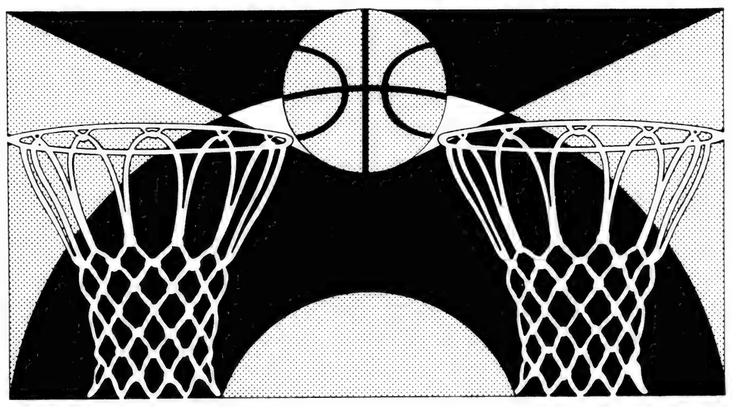
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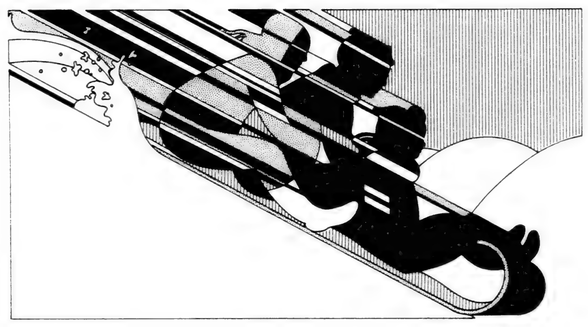
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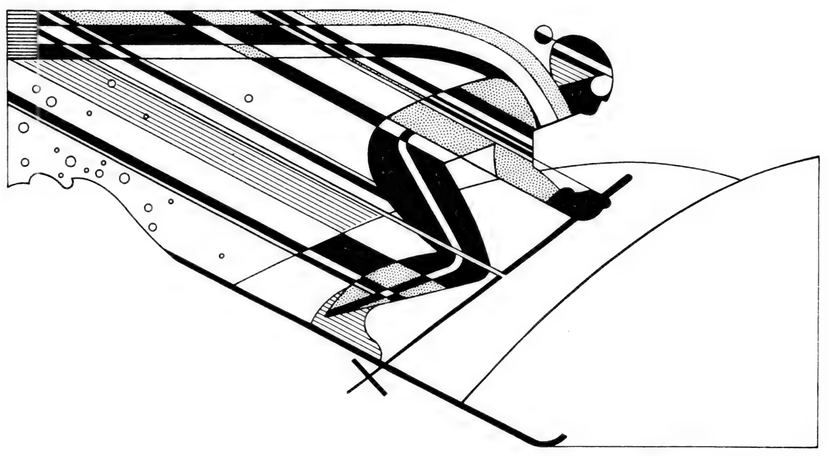
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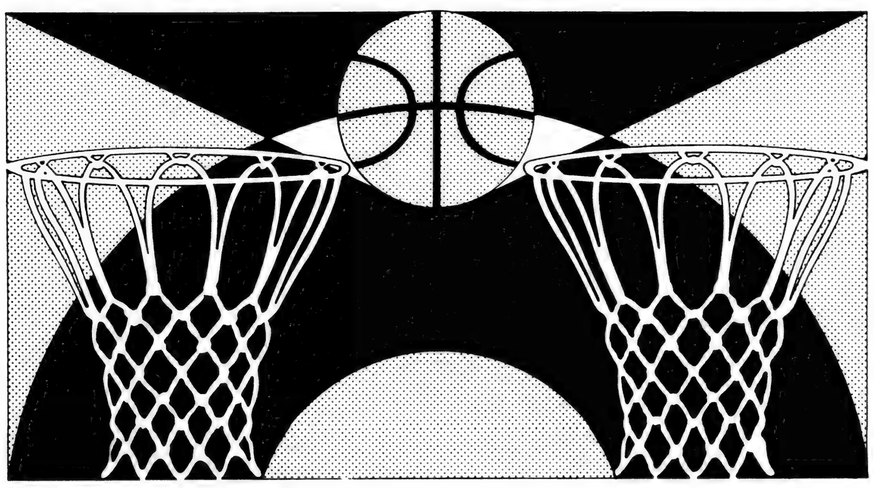
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Autumn Attractions

Liven up seasonal promotions with these cheerful *PMS* characters

"Autumn Attractions" Oct. 90 PMS

Bats Oct. 89 PMS

Have a Frightfully Good Time

Come out for our monster bash this Halloween

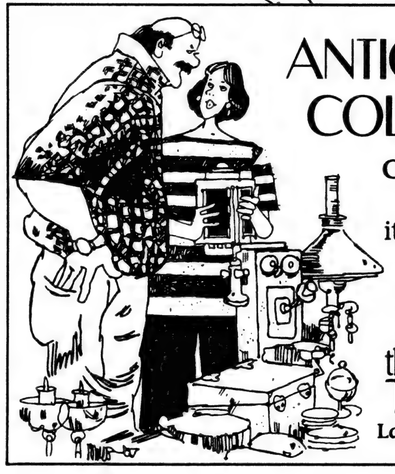
Don't be afraid you won't fit in! All guys and ghouls are welcome – just come as someone else. Our costume contest begins at 10 p.m., Oct. 31.

For just $20 per couple you'll get

- Monster Keeper Cup
- Free Appetizers
- Music by Blind Venetians
- Complimentary T-shirts

Brannigan's
Next to the Bartel on Main St.

COSTUME CONTEST • FIRST PRIZE $200 • SECOND PRIZE $100



ANTIQUES AND COLLECTIBLES

Check out our large selection of unique items for your home.
- **Depression Glass**
- **Antique Clocks**
- **Furniture • More**

the Treasure Chest
Lake Plaza • Open 10 to 7

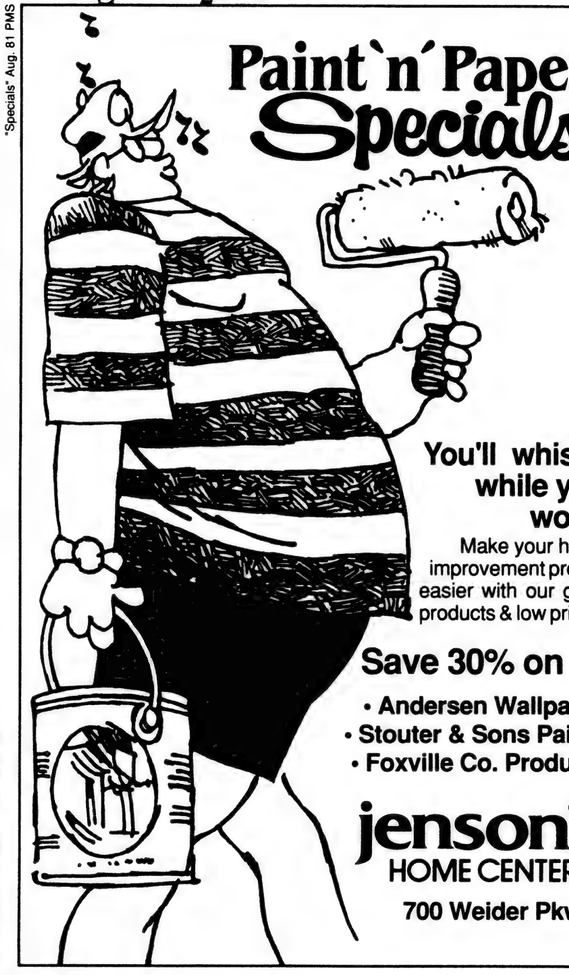
Discover the cable difference

It's a whole new world of exciting television programming. Just call 555-9031 today to get free installation.

Central Cablevision
Call now, offer ends Oct. 31.

"Specials" Aug. 81 PMS

Paint`n´Paper Specials



You'll whistle while you work!

Make your home improvement project easier with our great products & low prices.

Save 30% on all
- **Andersen Wallpaper**
- **Stouter & Sons Paints**
- **Foxville Co. Products**

jenson's
HOME CENTER
700 Weider Pkwy.

Car Care Specials

Keep your car looking great *and* running great

Savings from 25 to 50% throughout the store!

Get your car in shape for winter weather with our quality products and low prices

789 E. Glen St. **Potter Automotive Center** Ph. 555-3313

Headline Decorative Headings & Alphabets Vol. 2

YARD&GARDEN PROBLEMS?

Ask the experts for help!

We've got your answers. Just call 555-8998 for a free consultation.

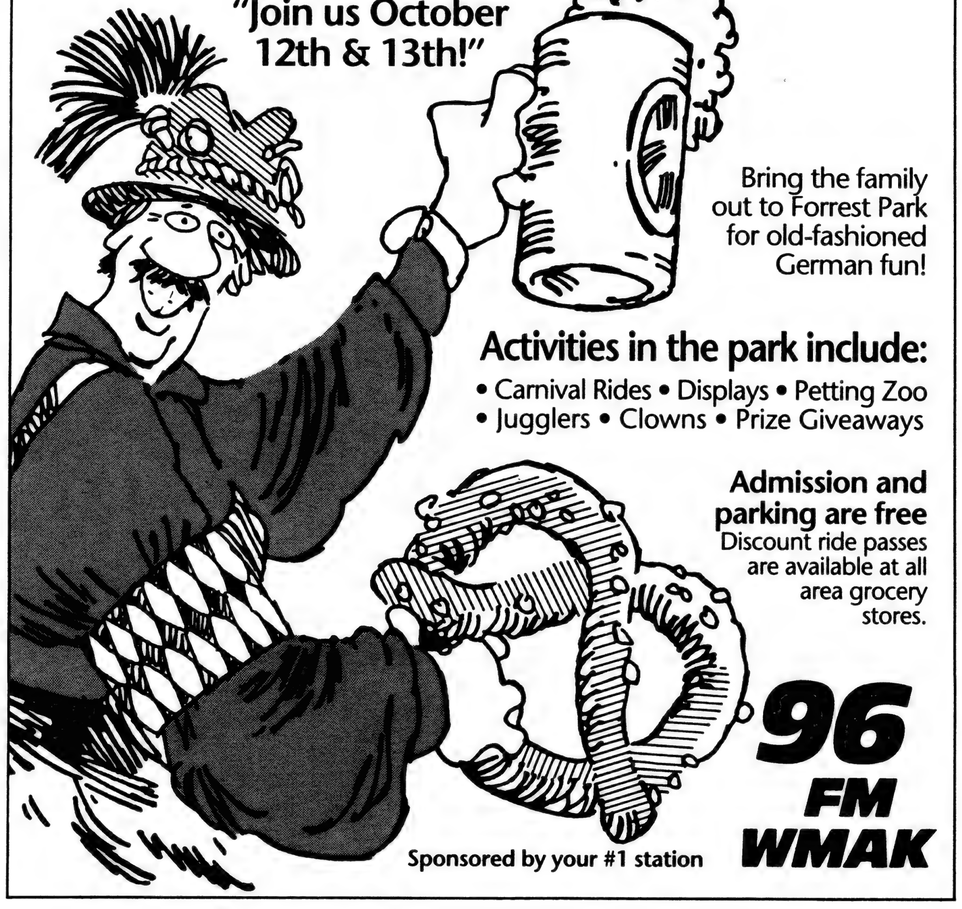
ANDERSON
Lawn and Garden
Hwy. 57 and Rte. 14

"Oktoberfest" Oct. 85 PMS

Oktoberfest

"Join us October 12th & 13th!"

Bring the family out to Forrest Park for old-fashioned German fun!



Activities in the park include:
- Carnival Rides • Displays • Petting Zoo
- Jugglers • Clowns • Prize Giveaways

Admission and parking are free
Discount ride passes are available at all area grocery stores.

Sponsored by your #1 station

96 FM WMAK

"Autumn Festival" Decorative Headings & Alphabets Vol. 2

Autumn FESTIVAL

Sat. and Sun., from 10 to 6, in Greenwood Park

Come on out for food, games and fun!

"Discover our low prices on every item."

COLUMBUS DAY CELEBRATION

Celebrate O% interest and free delivery only on Monday, October 14.

CONOVER'S FURNITURE
992 Miller St. • Open 10 to 7

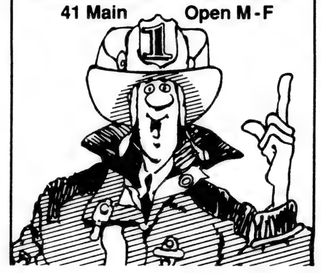
"Fire Prevention Week" Oct. 90 PMS

FIRE PREVENTION WEEK

October 6–12

Are you covered? Call 555-3030 and find out.

BARKLEY'S INSURANCE
41 Main Open M-F



"Tail Gate Party" Aug. 88 PMS

TAIL GATE Party

Good times are always guaranteed with our sandwiches and snacks.

House of Deli
90 Caxton St. • 555-4414

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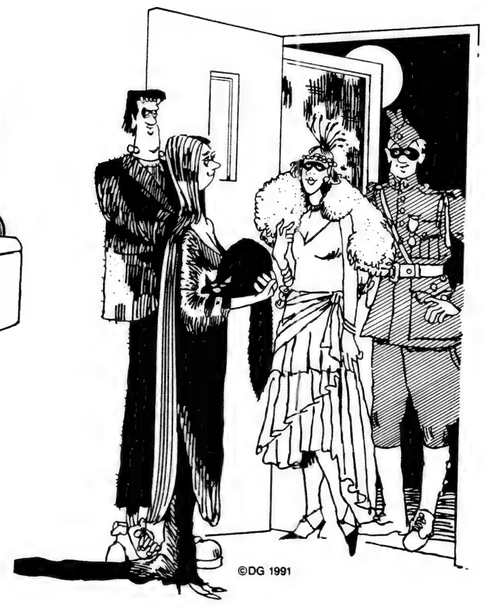
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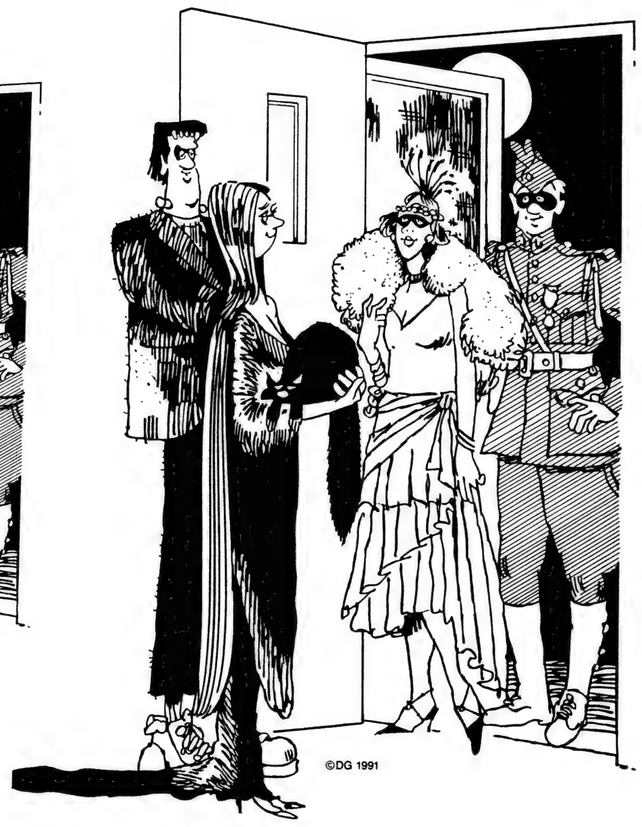
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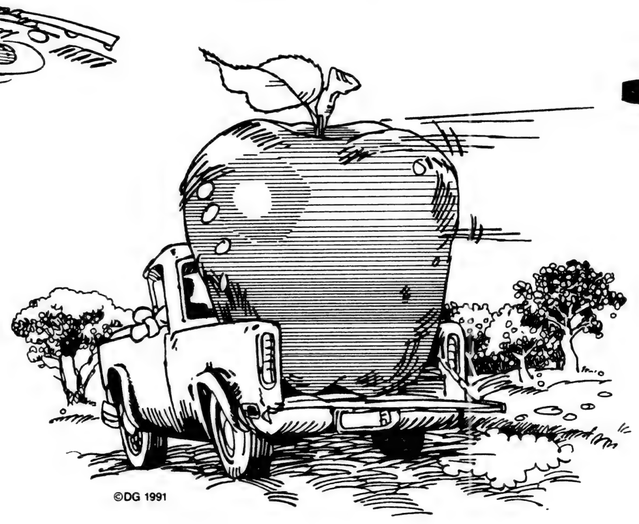
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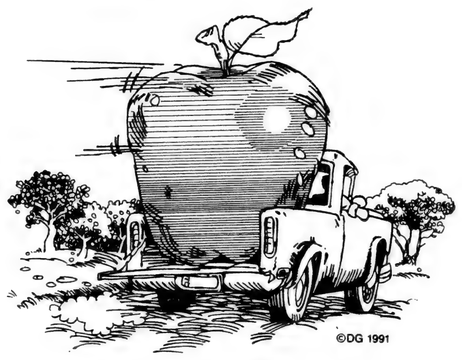
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"Tricks and treats" Oct. '78 PMS

Tricks and Treats

Promote Halloween with *PMS* art

Drop-in illustrations screened back to complement, not overpower, ads

Create A Costume

It's fun, fast and easy

Be a clown, witch or any other Halloween favorite with our fabric and patterns.

FabricWorld

M-F 8-5 • 1302 N. Gilmore Rd.

moONLIGht MadNESs SALe

Magical bargains are in the air until the witching hour on Halloween night

From now until midnight Oct. 31st, save up to 30% on orange labeled merchandise

WORTHINGTON'S

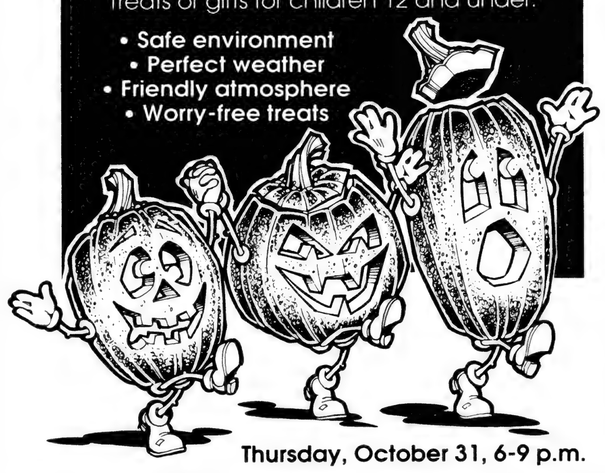
M-S 8-12 • S 9-6 • 153 Rolling Woods St.

It's Halloween at Riverview Mall

Dress up your little monster to trick-or-treat throughout the mall

Every creature is welcome at all 112 stores. Treats or gifts for children 12 and under.

- Safe environment
- Perfect weather
- Friendly atmosphere
- Worry-free treats



Thursday, October 31, 6-9 p.m.

Quit clowning around and come to Petersen Valley Mall's annual costume party.

Saturday, Oct. 19 from 11 a.m. to 2 p.m. Enter the costume contest at the fountain.

Children ages 3-12 . All kids must be entered by 9 a.m.

HAPPY HALLOWEEN

Bring your appetite and we'll cast a tasty spell to curb your hunger

CENTRAL STATION

Ph. 555-8360
Reservations or walk-ins

1224 North Grant Ave.

"Rabbit" on right cropped for coupon book

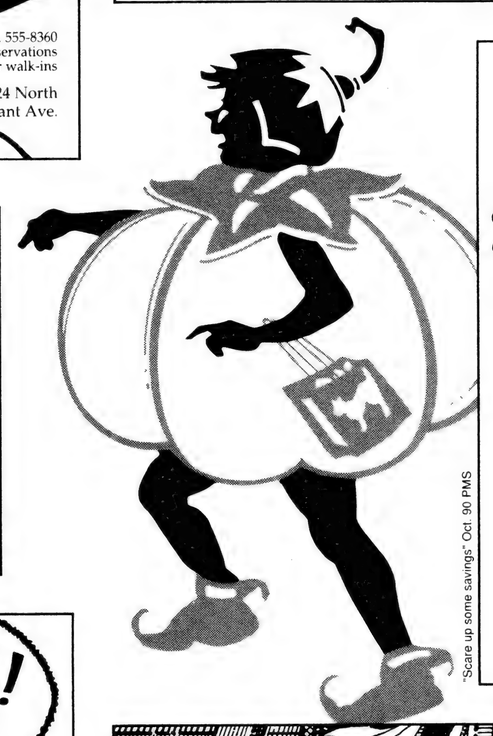
SPOOKY specials

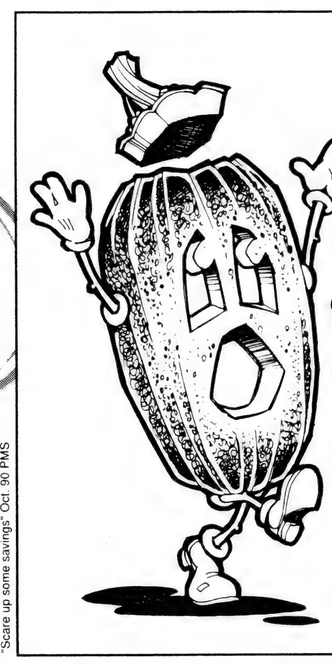
Silly rabbit, why pay for two videos when you can get a second movie free?

VIDEORAMA

3462 N. Pilsner Road • 555-9128

"Spooky specials" Oct. 89 PMS





Scare up some Savings

We've blown the lid on high prices. Save on items throughout the entire store with 30% off our selection of Halloween candy. Hurry, sale prices end Oct. 26.

WALDRICH Drug Stores

M-F 9-7 • 1593 Mulberry Dr.

"Scare up some savings" Oct. 90 PMS

Pumpkin, right, lifted from larger illustration

HEY, KIDS!

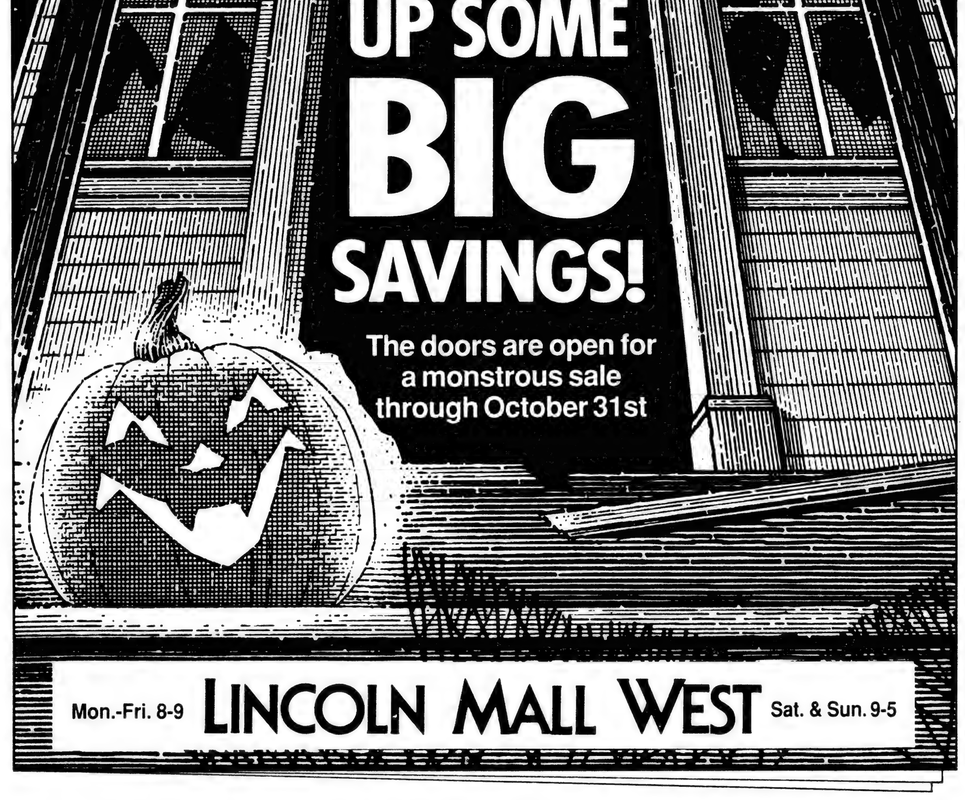
Goblin up a spooktacular Halloween breakfast!

The fun starts at 9:00 a.m. Saturday, Oct. 26

Eat a stack of Halloween pancakes and sausage links for $3 a plate. After you're filled up, enter the costume contest for super cool prizes. Ages 3 to 12.

345 Dolan Rd. • Call 555-6236 *Hawthorn House*

Door removed from haunted house on tab cover, right, to provide area for type.



WE'VE SCARED UP SOME BIG SAVINGS!

The doors are open for a monstrous sale through October 31st

Mon.-Fri. 8-9 LINCOLN MALL WEST Sat. & Sun. 9-5

BRING YOUR CHILDREN TO OUR HOUSE FOR A ***FREE*** AND SAFE HALLOWEEN PARTY WITH US!

OCTOBER 31st
6 to 8 P.M. FOR TODDLERS TO 6th GRADERS IN COSTUME

Ghosts, cats, and pirates are some of the beings invited for trick-or-treat fun. Come down for Halloween gifts, goodies, and good times. Kids must be accompanied by an adult. Mystery guest?

ROSEWOOD SENIOR CENTER

232 W. Cotter Hills Pkwy.

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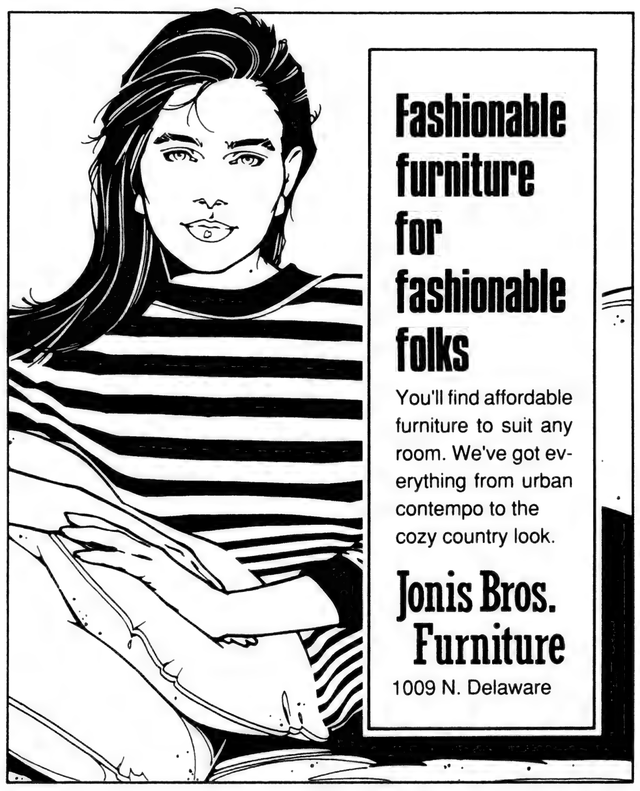


Fashionable furniture for fashionable folks

You'll find affordable furniture to suit any room. We've got everything from urban contempo to the cozy country look.

Jonis Bros. Furniture

1009 N. Delaware

There's never been a better time to take a cruise

Imagine cruising to exotic islands, enjoying the warmth of the tropics. Then imagine doing it for under $800. It's not your imagination! Our 5 day Bahamas cruise is only $788 per couple!

Global Travel

Call 555-3820

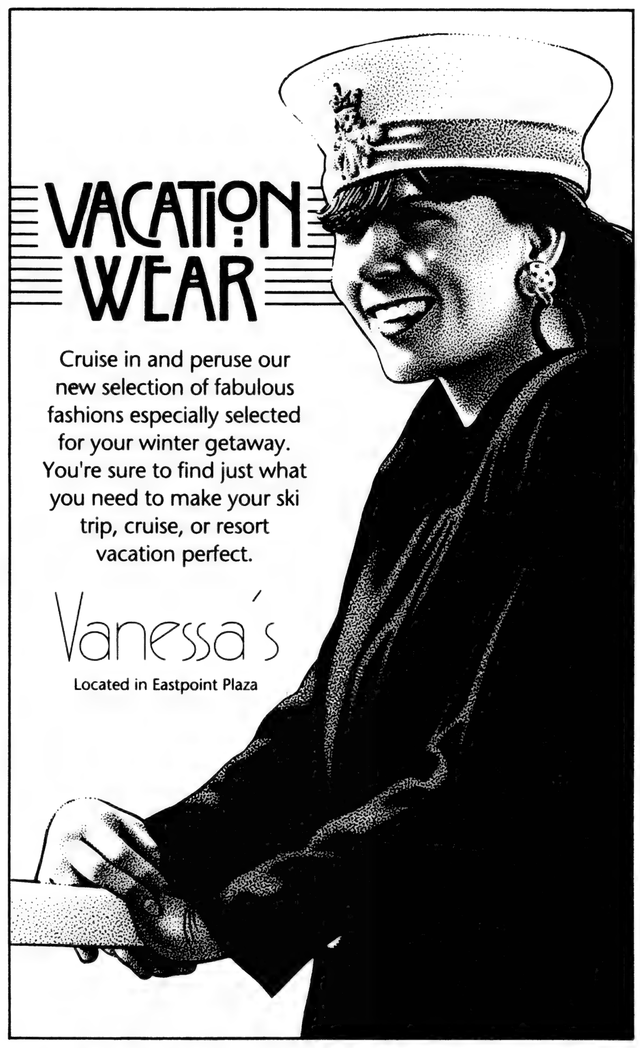
Reservations must be made by Oct. 4, 1991

Ski Report

Four times daily on

KCRZ

1230 AM



VACATION WEAR

Cruise in and peruse our new selection of fabulous fashions especially selected for your winter getaway. You're sure to find just what you need to make your ski trip, cruise, or resort vacation perfect.

Vanessa's

Located in Eastpoint Plaza

Welcome to Ski Country

Come on out and hit the slopes!

All you need to do to have a perfect ski trip is call and make your reservations today. We've got slopes for everyone from beginners to the most advanced skiers. And everyone will be comfortable in our spacious lodge rooms, suites, or our large, luxurious condos.

New Weekend Special

3 days of skiing and Friday and Saturday night in the lodge all for only $199

Reservations must be made in advance. Just call 555-7721

Quail Mountain Ski Resort

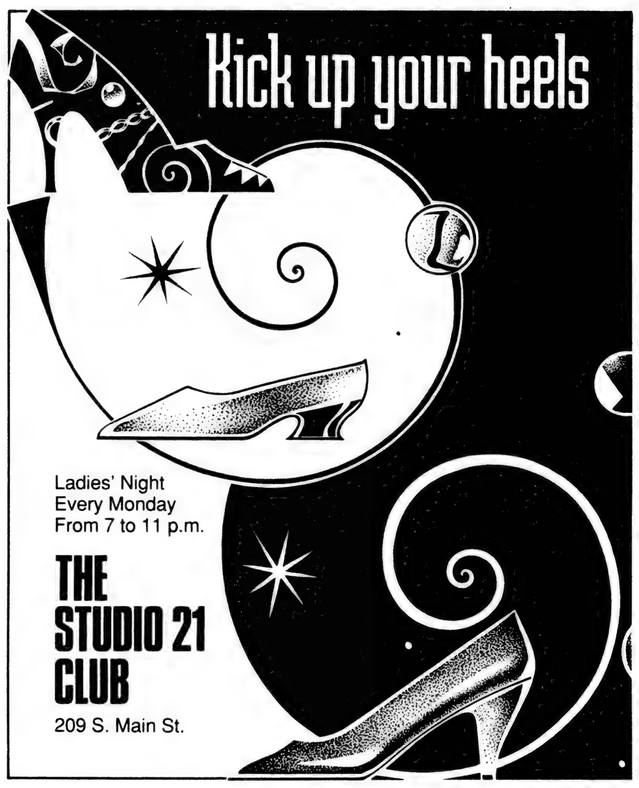
"We'll warm you up for winter fun!"

Make your evening out extra special

The perfect place to start the night off right, or top off the evening with a nightcap.

The Peppercorn

776 Valenz Rd • 555-3314 • Open daily until midnight

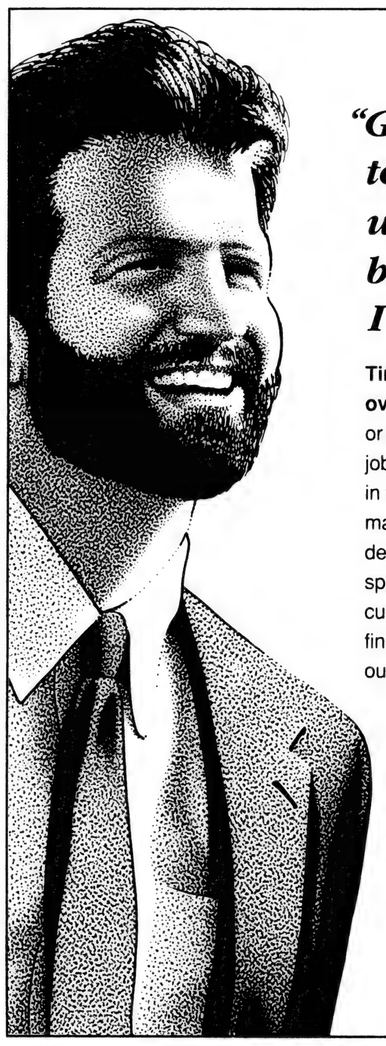


Ladies' Night
Every Monday
From 7 to 11 p.m.

THE STUDIO 21 CLUB

209 S. Main St.

Ladies' Night ad, above right, uses lift-outs of shoes, swirls, and decorative elements from shoe montage to create a catchy ad. **Art flopped,** woman removed, and area morticed to create room for headline on tailoring ad, below.



"Going back to school was the best thing I ever did."

Tired of being passed over for promotions or stuck in a dead end job? Increase your value in today's tough job market by getting your degree or learning specialized skills in your current field. Call now to find out more about our new programs.

North Central College

Registration for Spring '92 semester ends January 7. Phone: 555-4414

Clothes that make the man from the man who makes the clothes

Fabiani Tailoring

101 S. Monroe • Please call 555-8901 for appointments

HOME STYLE

Buying a dream home on your own – Singles as homeowners p. 2

Do-it-yourself kitchen & bathroom remodeling p. 5

Refinished antiques add a perfect touch to any room p. 8

Supplement to the Journal
Sunday, Oct. 13, 1991

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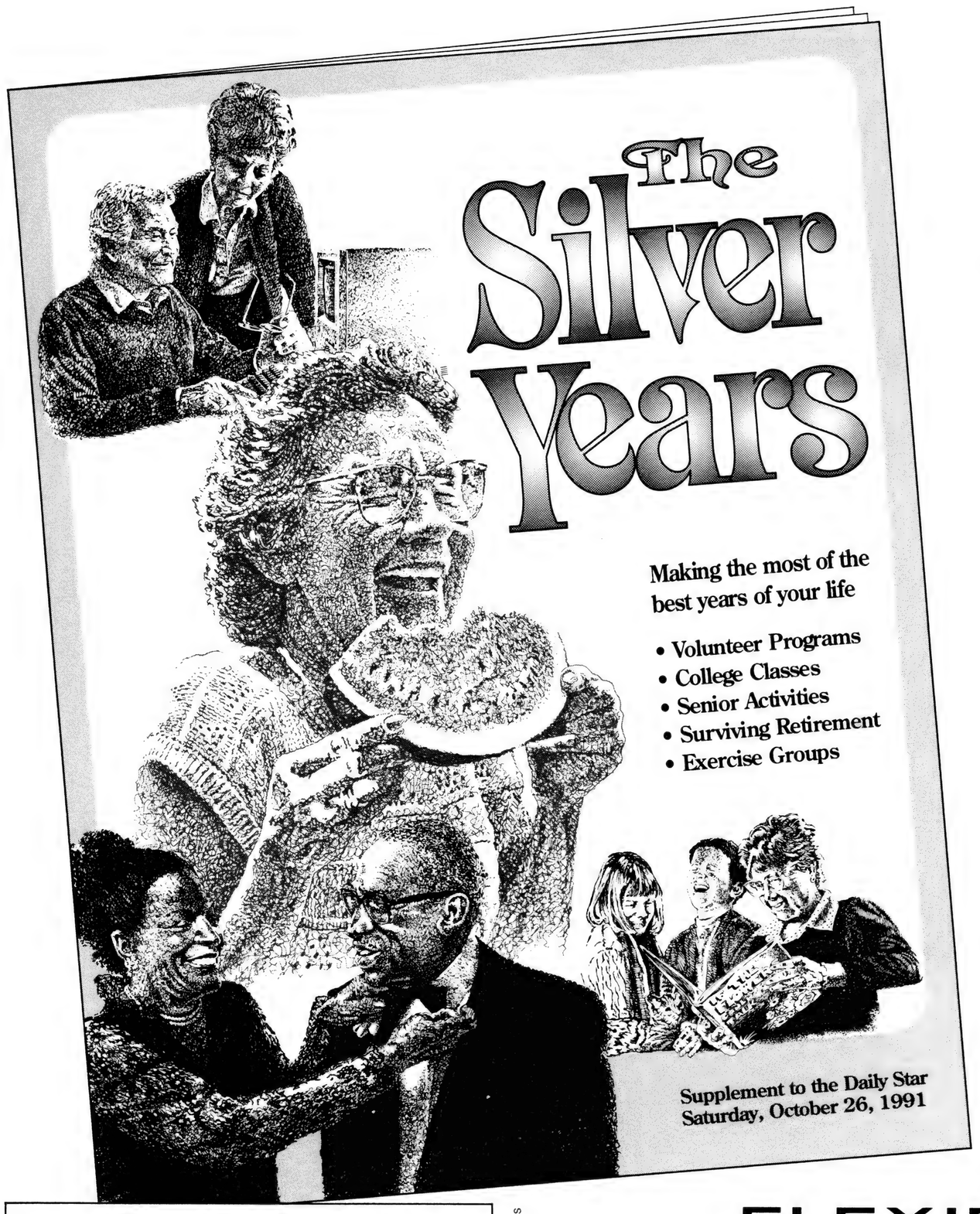

The Silver Years
Making the most of the best years of your life
• Volunteer Programs
• College Classes
• Senior Activities
• Surviving Retirement
• Exercise Groups
Supplement to the Daily Star
Saturday, October 26, 1991

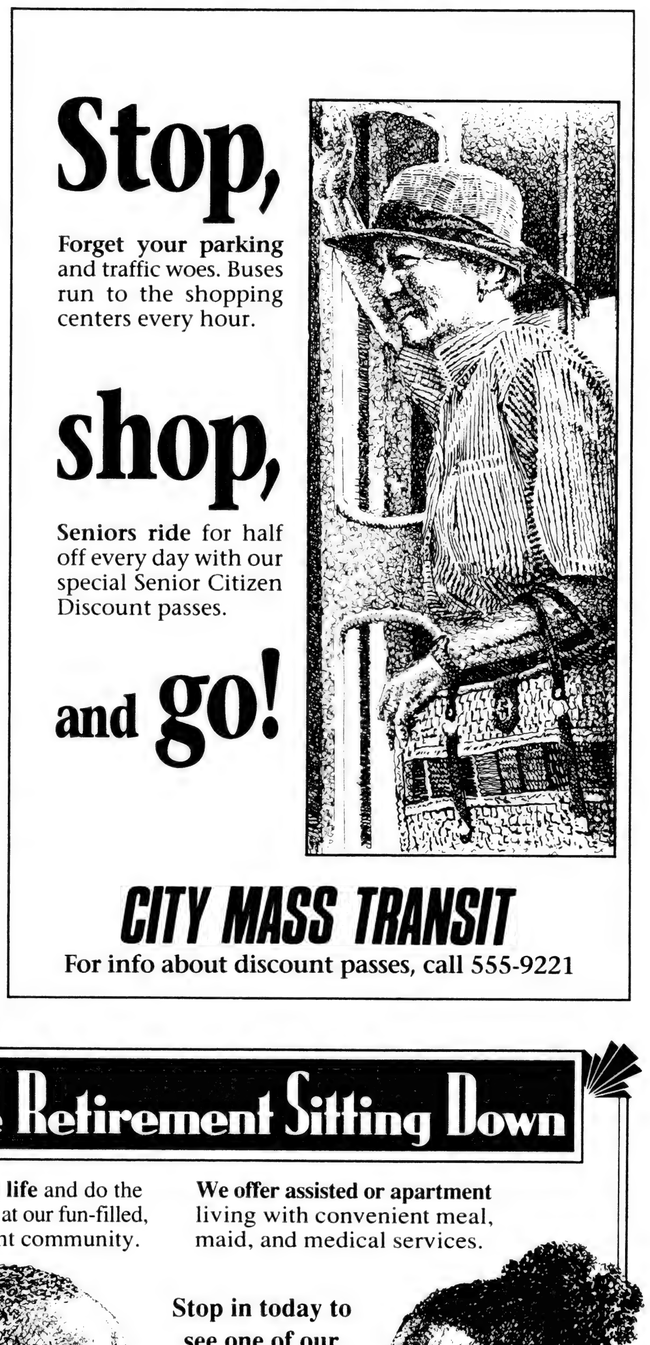
"I did it!"
You can do it too! It's easier than ever to lose weight on our program.
Our easy-to-follow diet and exercise plan shows you how to lose weight and stay healthy!
$15 Per month. Includes meeting fee and nutrition counseling.
Sign up today and take the first step to a new you
Step One
Located in Greenwood Plaza
555-3444

There's no better time to have the time of your life
So don't waste your time worrying about your insurance needs.
• Medical supplement insurance
• Term life insurance
• No physical required
• Low yearly rates
Martin Insurance
701 Greenbriar Ln.

SAVE 50%
with this coupon
Get your eye exam here and save 50% on a complete pair of eyeglasses.
Fordham Mall
PH.: 555-9331
DIAMOND VISION CENTER

Are You Taking The Right Steps To Your Secure Future?
Find out what we can do to help you plan for your retirement future
It's always smart to plan ahead. We're ready to help you take the steps you need to get ahead financially.
• Individual Retirement Accounts • Stocks
• Money Market Accounts • Certificates
Nelson & Reed
329 Memorial Rd. • 555-6766

FLEXIBILITY
It's just as important for your financial health as it is for your body's health
Your financial plan should be tailored to suit your specific needs, just as your workout fits your plan for good health. So don't settle for a financial plan that doesn't meet your needs.
We're here to help you find the financial plan that's right for you.
Please call 555-3441 to schedule your financial consultation.
Barnes & Hartt
1920 E. Veteran's Parkway


Stop,
Forget your parking and traffic woes. Buses run to the shopping centers every hour.
shop,
Seniors ride for half off every day with our special Senior Citizen Discount passes.
and go!
CITY MASS TRANSIT
For info about discount passes, call 555-9221

Senior Travel Specials
Add some adventure to your life!
We're offering special group discounts for senior travel groups to Florida, Hawaii, and Mexico.
Senior group rates apply only to those over 60 traveling in groups of 15 or more.
TransWorld Travel
109 McLunn
555-8989

Direct Deposit
because you have better things to do
Have your paycheck, pension, or your social security check deposited right into your account.
Mason State Bank
109 E. Jefferson St.

Don't Take Retirement Sitting Down
Enjoy the good life and do the things you enjoy at our fun-filled, active retirement community.
We offer assisted or apartment living with convenient meal, maid, and medical services.
Stop in today to see one of our model units
778 Groton Ln.
555-4511
Sandpiper
RETIREMENT COMMUNITY

Graduated screen Jan. 89 PMS

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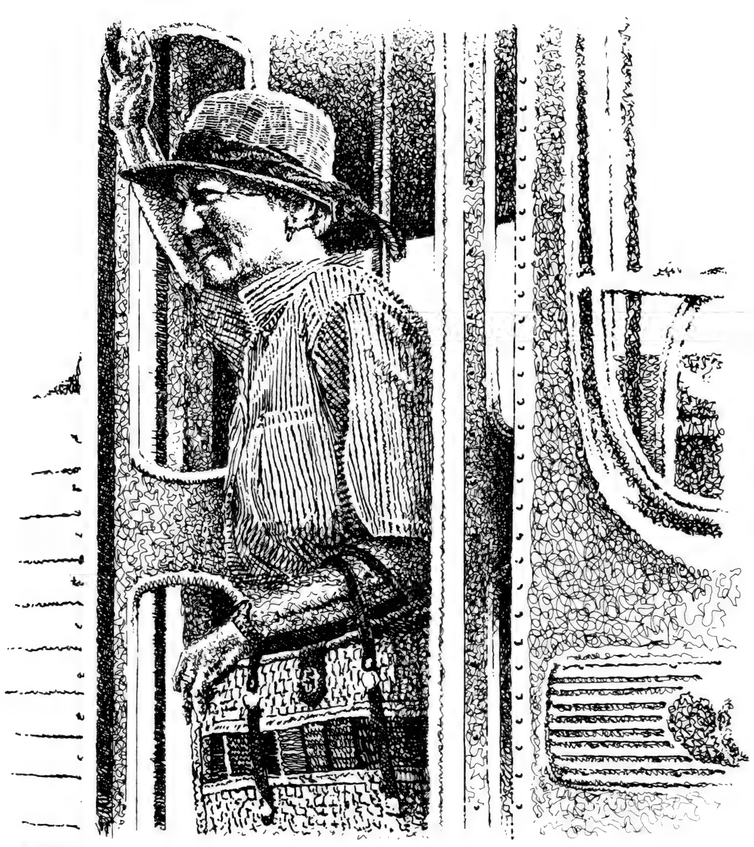
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Get Carried Away This Halloween!

Go bananas this year

Over 100 costumes to choose from. Be a clown, princess, cowboy, or perhaps the grim reaper.

Dressed to thrill

Something to suit everyone's style. Our costume rental lasts up to two full days.

We accept Pisa and Fastercharge

555-8783

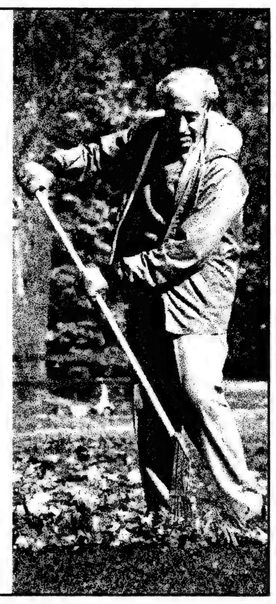
JENSEN'S COSTUME SHOP
2341 DePauw St.
M-F 9-7 • S 9-3

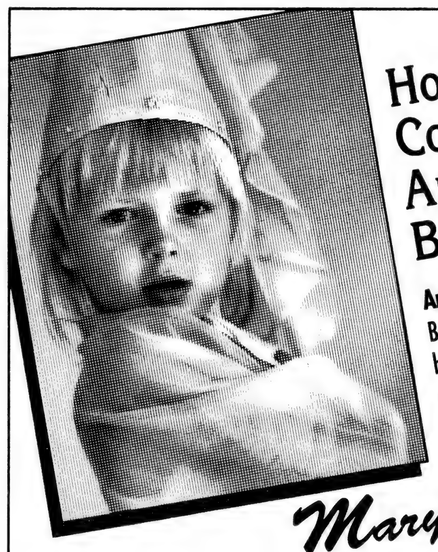
HEALTHY *Savings* FOR SENIORS

10% Discount Every Day

We respect our elders with reduced prices for prescriptions and items throughout the store.

HANCOCK DRUGS
323 East Elkington Parkway

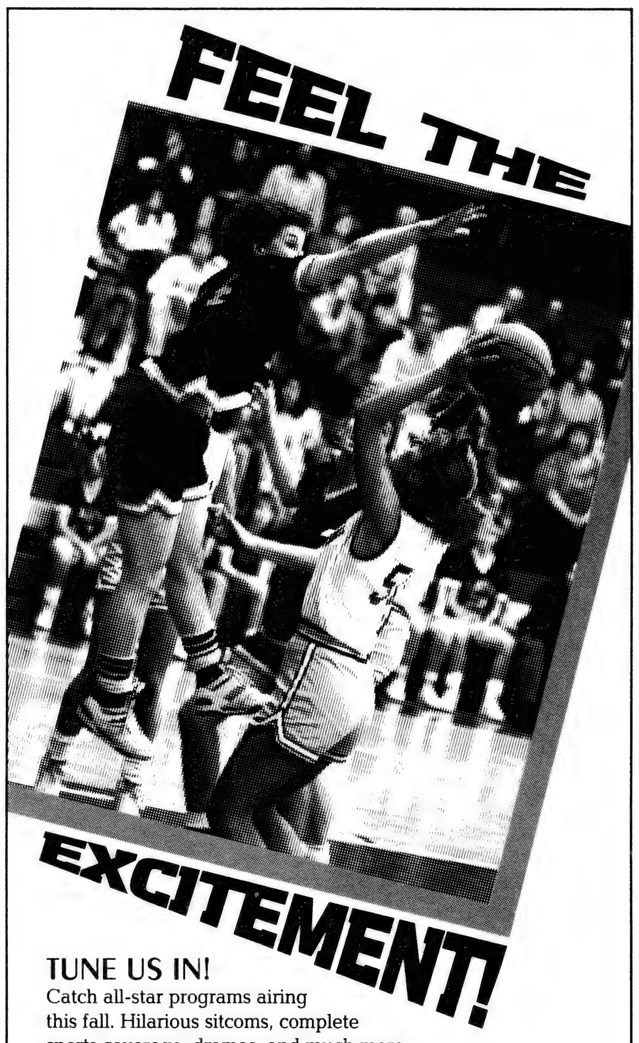




Homemade Costumes Are The Best.

And they're worth it. Buy fabric for a girl's or boy's costume and get a pattern free. Create an original costume at a low cost.

Mary Lou's **FABRICS**
247 S. Worthington Rd.



FEEL THE EXCITEMENT!

TUNE US IN!
Catch all-star programs airing this fall. Hilarious sitcoms, complete sports coverage, dramas, and much more.

CHANNEL 8 WHOI

Watch the channel that covers the best action!

Serving Central Indiana for more than 25 years

We Support Our Teams

Shoot for your goals in sports and in life. Wishing all area teams a safe and successful season. Good luck to Seaton North Redbirds, Seaton Central Panthers, Killian Rams, Bedlin Bears, Taylor Hawks, and Dasko Wildcats.

Thompson Insurance
245 South Hillcrest Drive Free Quotes 555-8436

A BLOOD PRESSURE SCREENING

COULD SAVE YOUR LIFE

United Healthcare for Seniors is offering free blood pressure checks to anyone 55 years of age or older.

Monitor your health with routine checks. Early detection of any medical problem is a key to recovery. Take advantage of this no cost blood pressure screening.

Screening time Oct. 1 9:30 a.m. - 6 p.m.

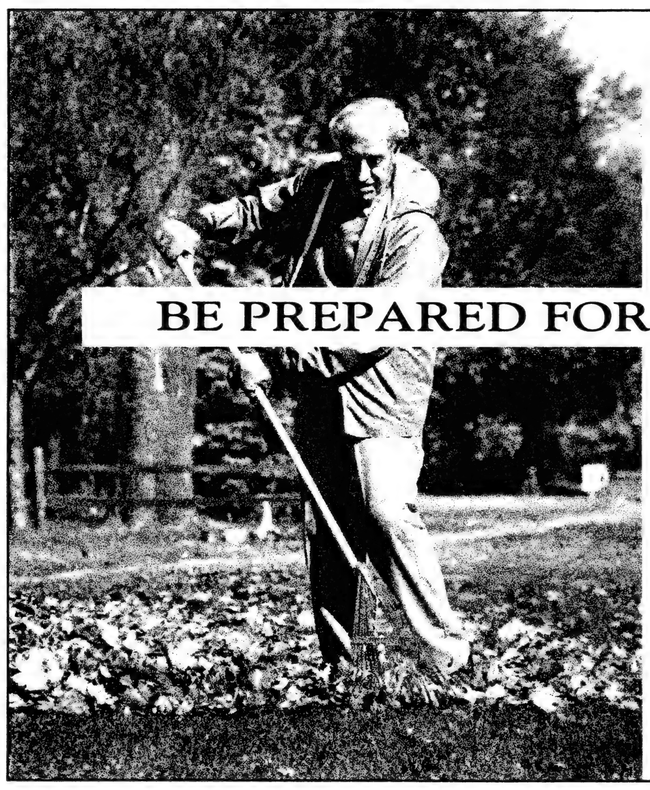
Southwestern HOSPITAL
200 N. Randall Road

HEY! ALL YOU PARTY ANIMALS

Come to our monster mash October 26th 8 p.m.-2 a.m.

Hey ghouls, grab your masked man and head for our costume party. Drink specials all night long.

Pinky's Club
No Cover 201 Miller Rd.



Feel safe knowing money is in the bank after retirement. Start a financial plan to secure your future.

Investment brokers explain your options.

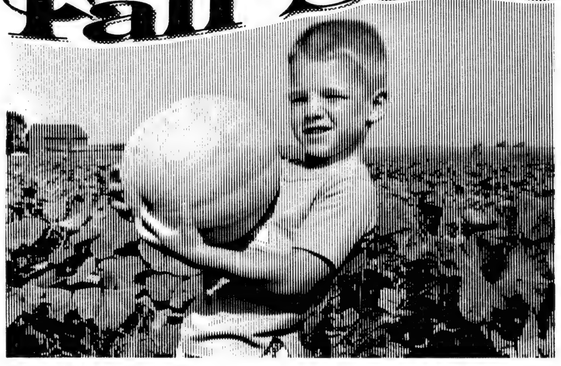
BE PREPARED FOR YOUR AUTUMN YEARS

We'll advise you on stocks, bonds, money markets, and IRA's.

Get the help you want, at a price you can afford. For a consultation call **555-9915.**

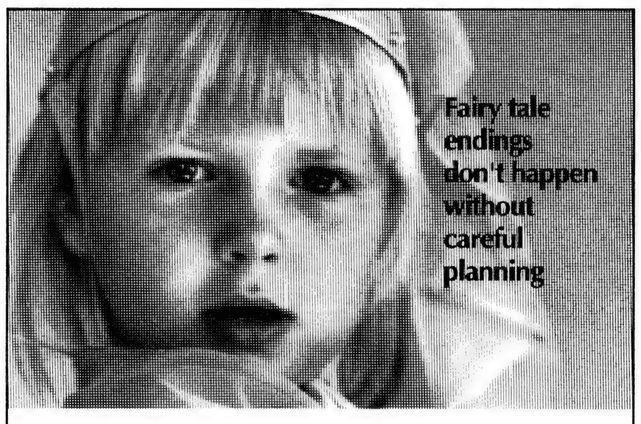
ALEX DAVIS INVESTMENTS
3455 Claymore Ave.

Forrester's **Fall Sale**



Lancaster Toughwear	Corrington Way
Denim Jeans	**Wool Sweaters**
Sale Price $29.99	Boys & Girls $34.99
Ultra-Comfort	Canadian Trail
Cotton Shirts	**Winter Jacket**
Choice of Colors $9.99	All Sizes $49.99
Tubular Action	Happy Feet
Swimwear	**Tube Socks**
50% OFF	3 Pairs $10

Forrester's Childrens World
3207 Hickory Woods Parkway • Mon.-Fri. 9-8 • Sat. 10-5



Give your child the gift of a college education. Make the money to put your child through school with sound investments. Talk to a financial advisor about an investment plan that fits your lifestyle.

Prepare for your child's future today. It's the best investment you'll ever make.

J.B. Rosenthal, Inc.
1903 North Bloomington Park Avenue
For an appointment call: 555-6726

Octoberfest

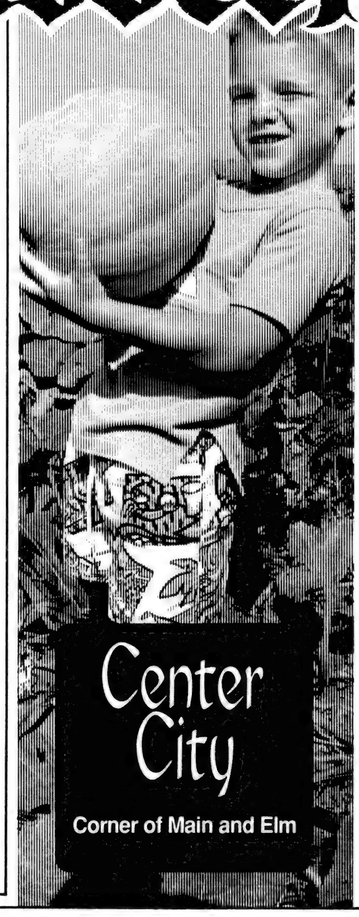
Come Join The Fun!

Bring the family down for a fun filled day with exciting games, rides, and delicious food.

FRIDAY 10:30-9:30 WESTSIDE PARK

Celebrate the 50 year anniversary of the fest. Sponsors include: Ed's Garage, Hair Flair, Ice Cream Castle, Fabric House, and Fast Print.

- ★ FIREWORKS
- ★ REFRESHMENTS
- ★ ENTERTAINMENT
- ★ PRIZES



PUMPKIN CARVING CONTEST
Make a jack-o'-lantern
4:30 p.m.
Give your pumpkin that special smile and win gift certificates for free:
• T-shirts • ice cream • and haircuts

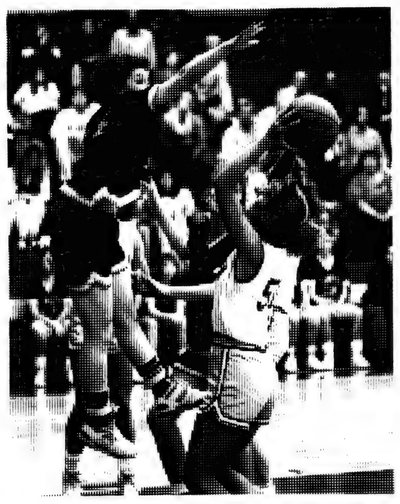
CRAFT SHOW
Gorgeous hand-made items on display
ALL DAY
Quilts, pottery, corn-husk dolls, jewelry, wood carvings and much more all on sale after judging. Blue ribbon winners in each class get $50.

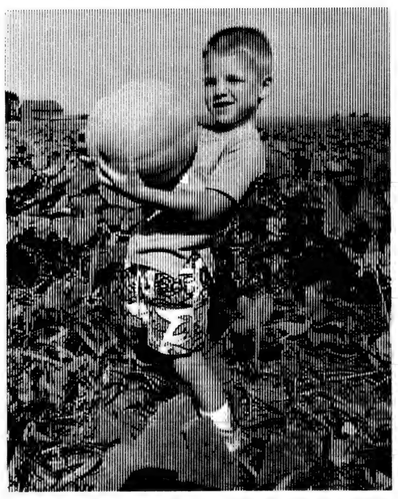
DEMONSTRATION
Given by the winners at the end of the day.

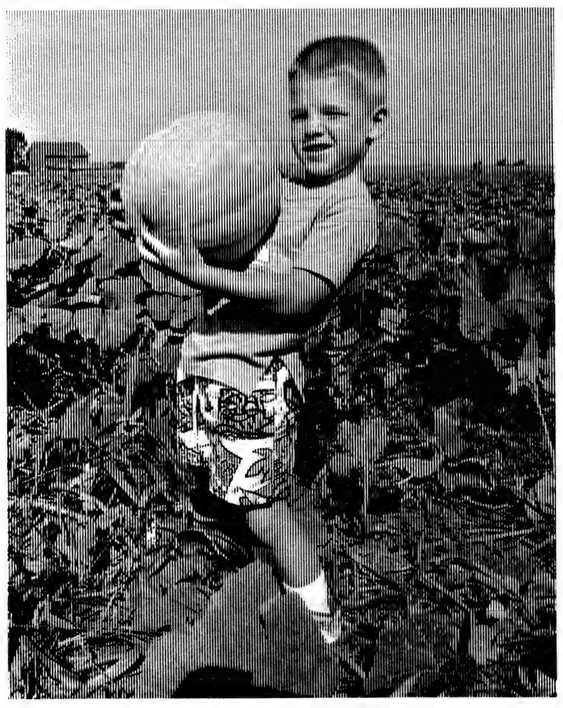
JOIN THE FUN!

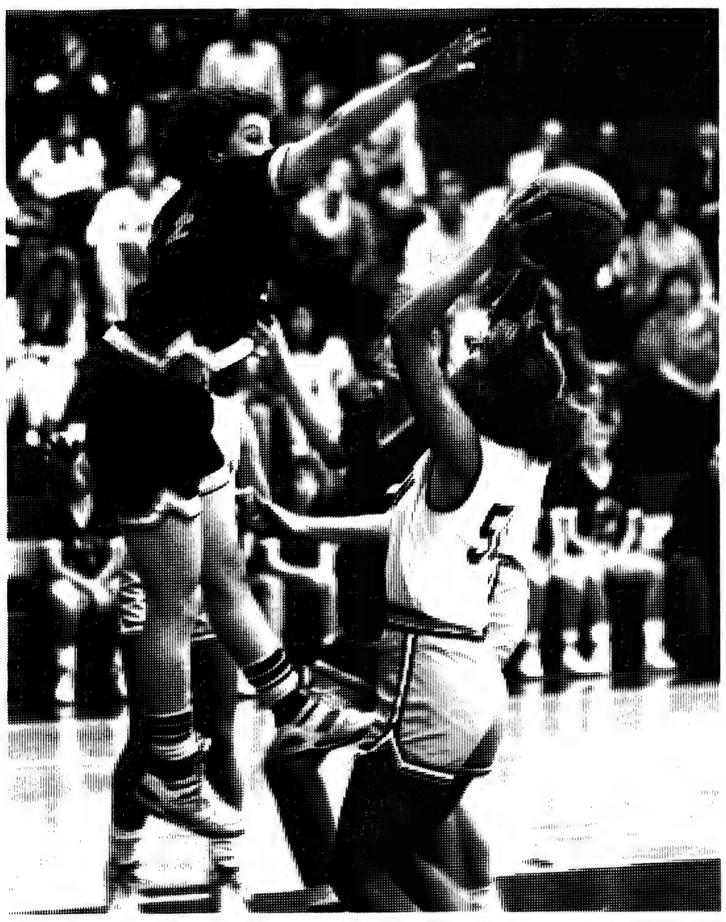
"Octoberfest" Decorative Headings & Alphabets Vol. 2

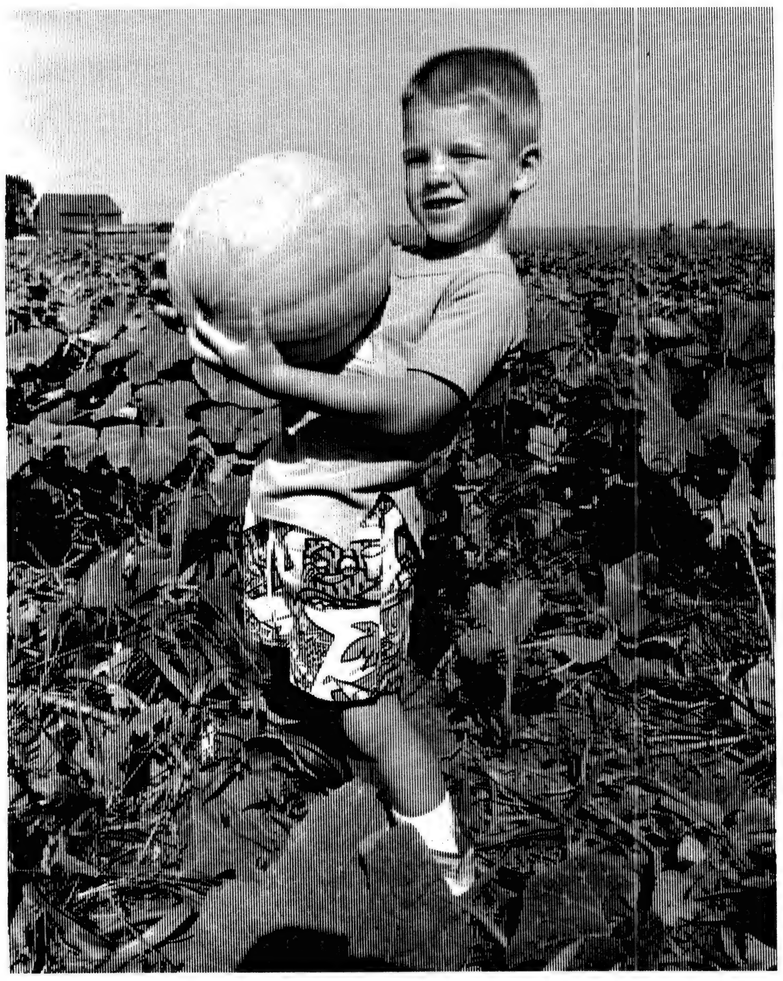
This art is pre-screened; simply shoot as line art.

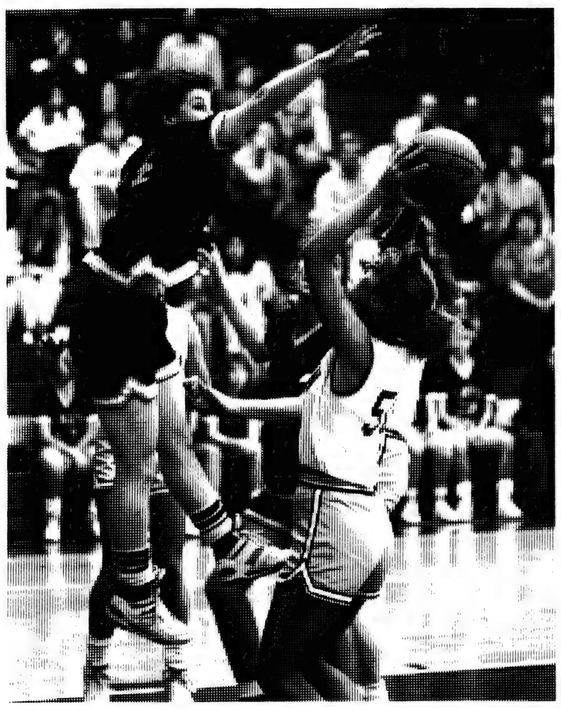












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"Party" Jan. 85 PMS "Halloween" Oct. 88 PMS

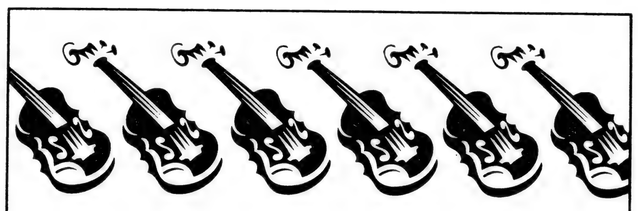
Halloween Party

Saturday, October 26,
9:00 p.m.

Dig up a date for our fiendishly fun Halloween bash and creepy costume contest!

Up to $500 awarded in prizes for the scariest, funniest, and worst costumes. $6 entry fee per person.

The Glass Parrot
914 W. Center St. • 555-3488



It's one string after another

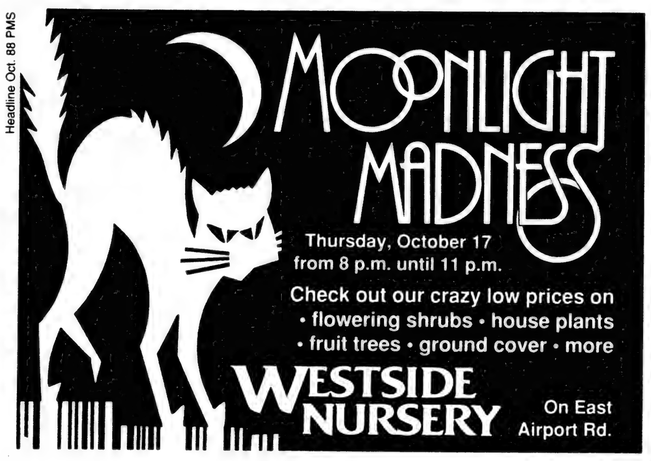
Amateur Musical Club Presentation

The Giannetti String Quartet
Wednesday, Oct. 17, 8:00 p.m.

An evening of Arturo Paganini
Conducted by Renee Rothschild

In the Alton Civic Center Theater
Call 555-9090 for tickets and information

Headline Oct. 88 PMS



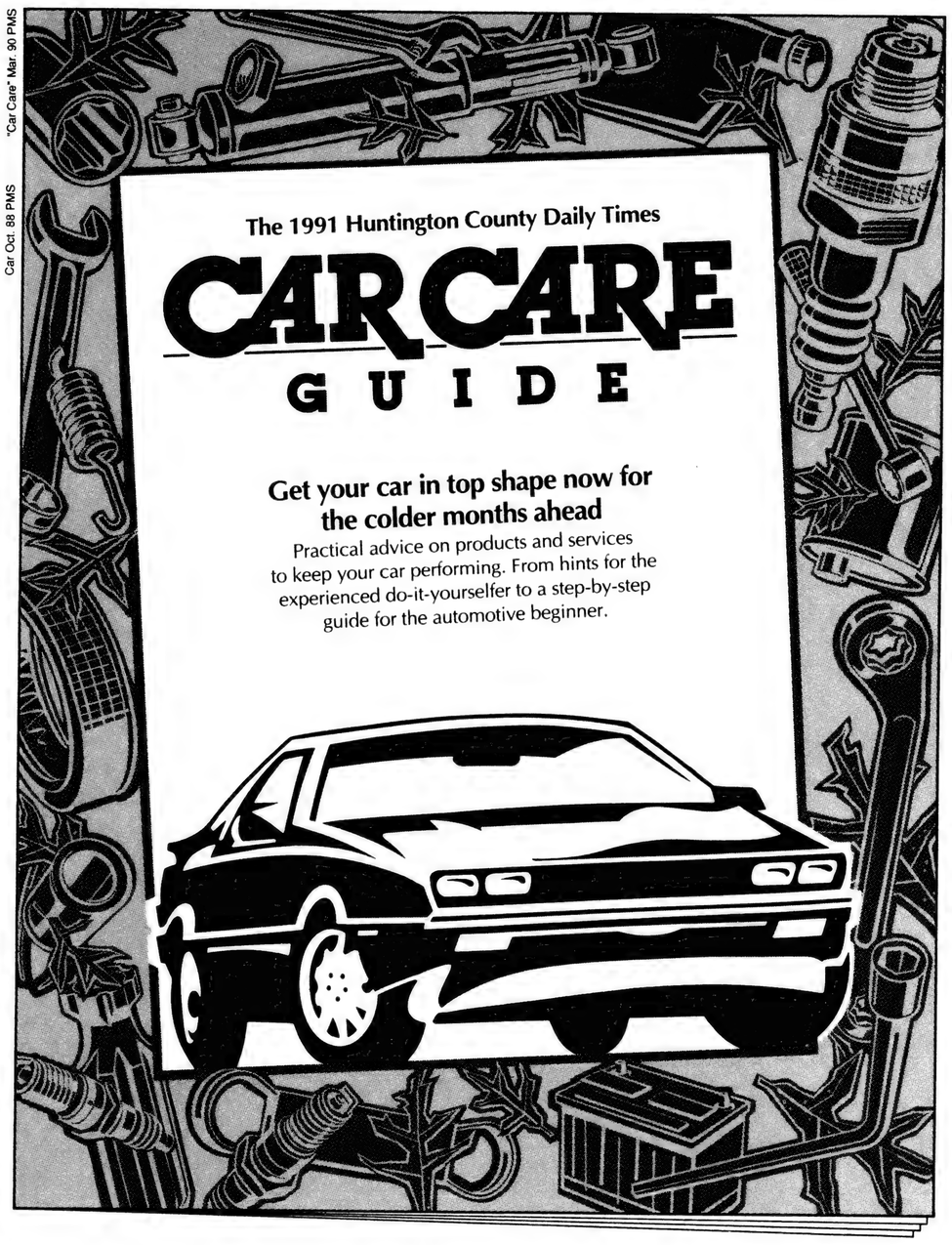
Moonlight Madness

Thursday, October 17
from 8 p.m. until 11 p.m.

Check out our crazy low prices on
• flowering shrubs • house plants
• fruit trees • ground cover • more

Westside Nursery On East Airport Rd.

Car Oct. 88 PMS "Car Care" Mar. 90 PMS



The 1991 Huntington County Daily Times

Car Care Guide

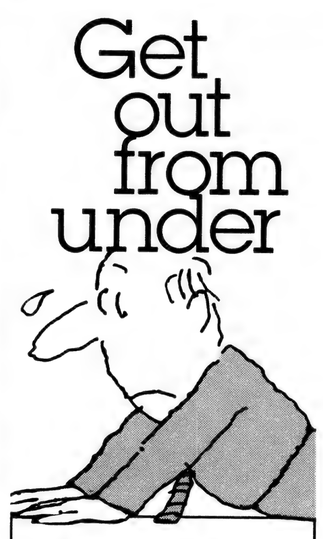
Get your car in top shape now for the colder months ahead

Practical advice on products and services to keep your car performing. From hints for the experienced do-it-yourselfer to a step-by-step guide for the automotive beginner.

Move-in Special

Get your first month's rent free
If you sign a one-year lease by October 31, 1991
• 2 large pools • tennis courts • garages
• 24-hour security guards • deluxe fitness center

Ph. 555-8989 **Oak Terrace Apartments** 111 S. Wedge St.



Get out from under

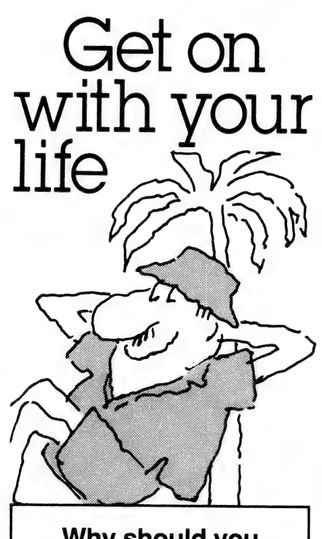
If you're weighed down with bills,
why not try a low-interest bill consolidation loan?

Royal Oaks Bank
1109 Royal St. • 555-4414

You can lean on us

Let us take care of your financial needs.

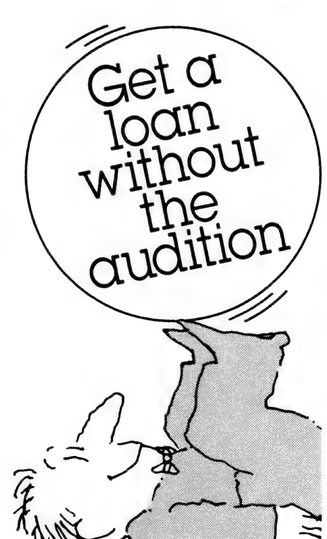
Royal Oaks Bank
1109 Royal St. • 555-4414



Get on with your life

Why should you waste your time in line at the bank?
Direct deposit makes banking quick and easy.

Royal Oaks Bank
1109 Royal St. • 555-4414



Get a loan without the audition

Borrow up to $2000 on your signature
No forms, no hassles.

Royal Oaks Bank
1109 Royal St. • 555-4414

Saturday, October 5, 1991

LIFESTYLE

Weekly Supplement to the Herald Star Review

- Autumn Activities in Arlington County
- The Gratuitous Gourmet Visits Mr. André's
- Sneak Preview of Octoberfest '91

Fall Fun-for-all

This fall we're showing off our fabulous foliage, tranquil lakes, and picturesque trails.

Enjoy the brisk autumn air as you stroll along our nature trails, get in some late season fishing, or just take in the breathtaking view. Or, take advantage of our heated pool, sauna, jacuzzi, or indoor tennis courts.

Your whole family will enjoy staying in one of our fully-equipped cabins, lakeside cottages, or large hotel rooms.

Sandpiper Resort
At Lake Fingerhut • Just call 555-5664

Coming Saturday:

The Guide

TO DINING AND ENTERTAINMENT

If you'd love to go out for a night on the town, but don't know where to go...

...check the 24th annual Guide for the latest features and listings on where to find the best dining, dancing, theaters, and entertainment.

It's the best source of information on entertainment in the tri-county area. So read it and use it – all year long.

the Journal

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BLACK PLATE

COLOR PLATE

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Follow THE clues to Savings!

Follow THE clues to Savings!

Follow THE clues to Savings!

Follow THE clues to Savings!

Fresh from the Harvest

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TRICK or TREAT

©DG 1991

HALLOWEEN SPECIALS

©DG 1991

Antiques

©DG 1991

everything you need for a spooktacular HALLOWEEN

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Halloween MADNESS

Halloween MADNESS

EXCITINGLY DIFFERENT!

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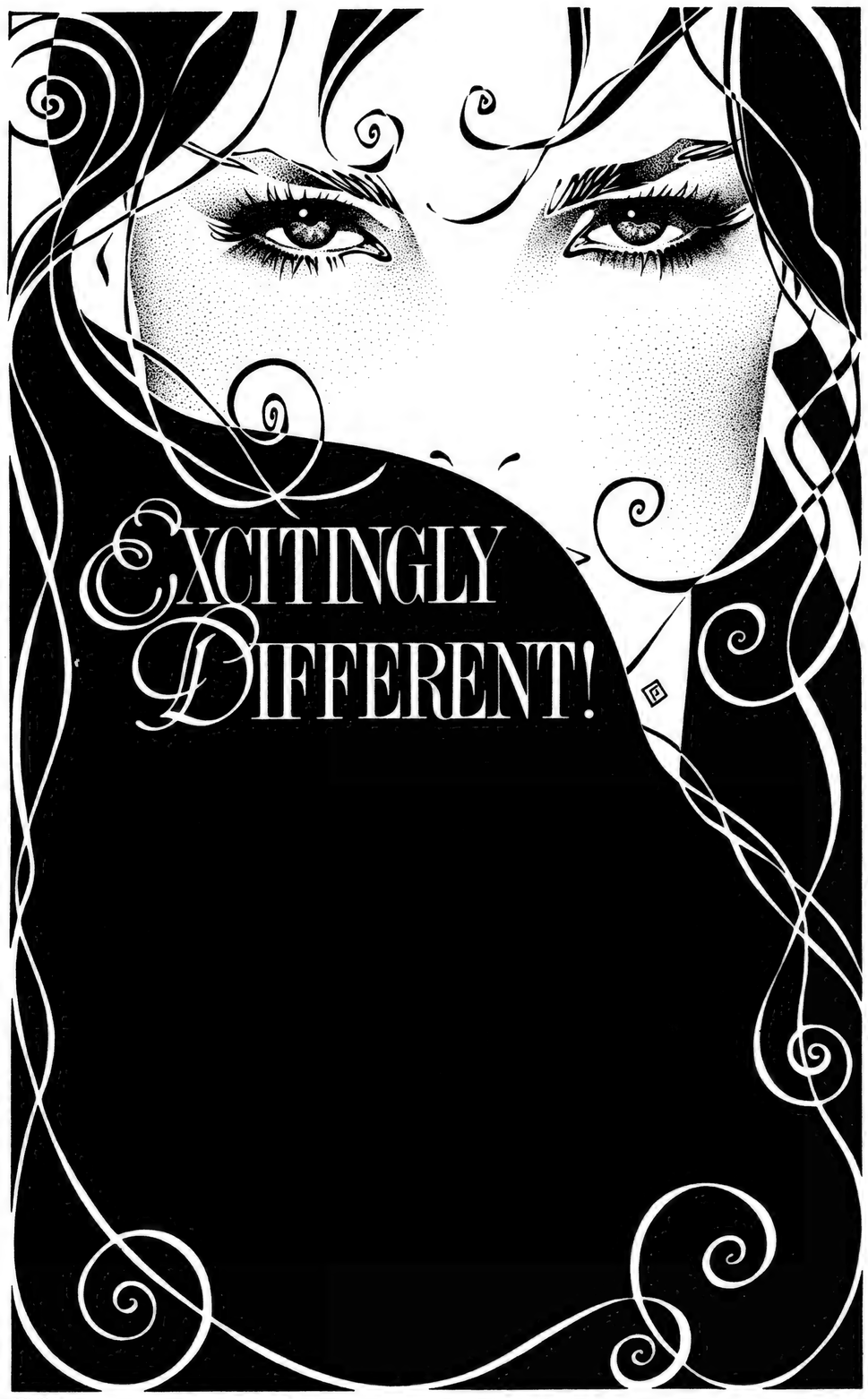
EXCITINGLY
DIFFERENT!
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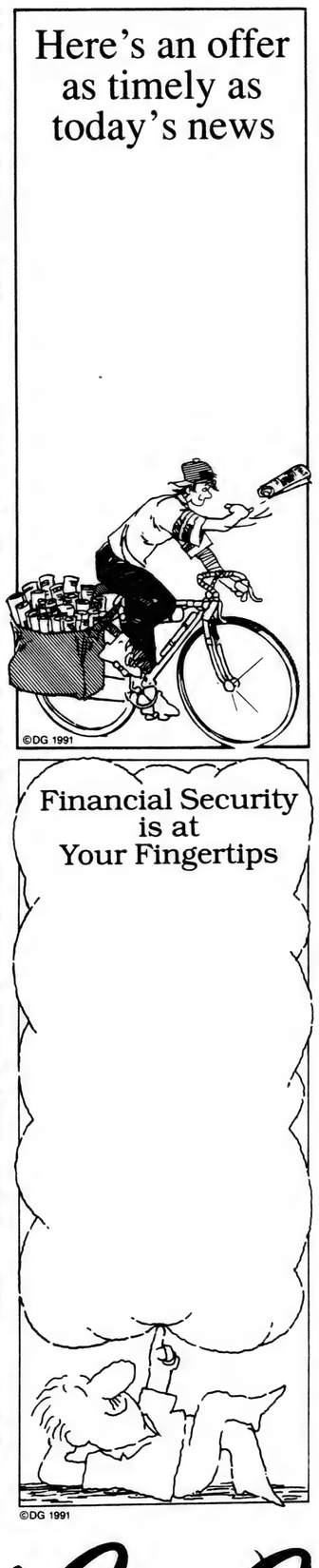
Here's an offer
as timely as
today's news
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Financial Security
is at
Your Fingertips

Octoberfest
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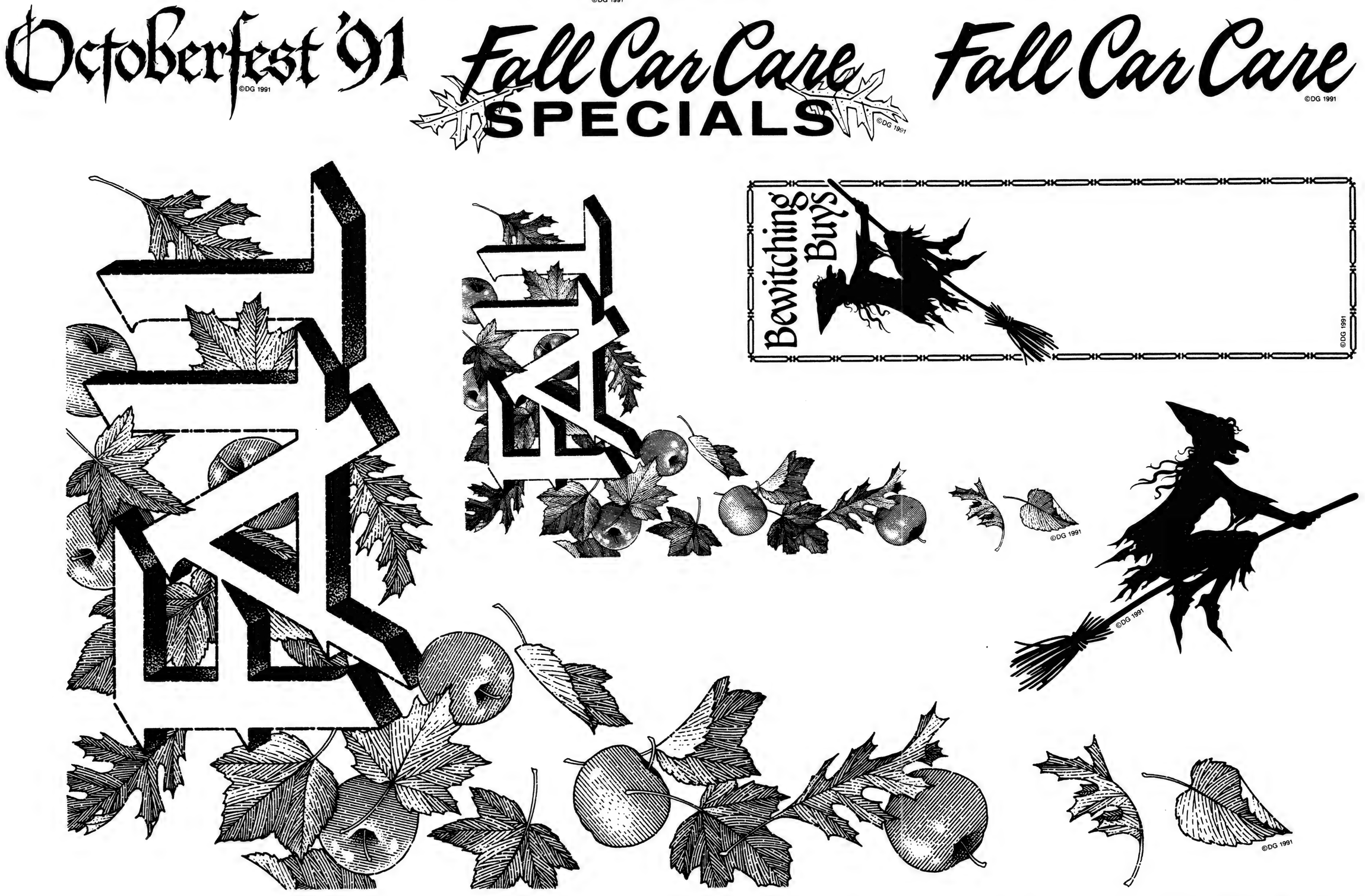
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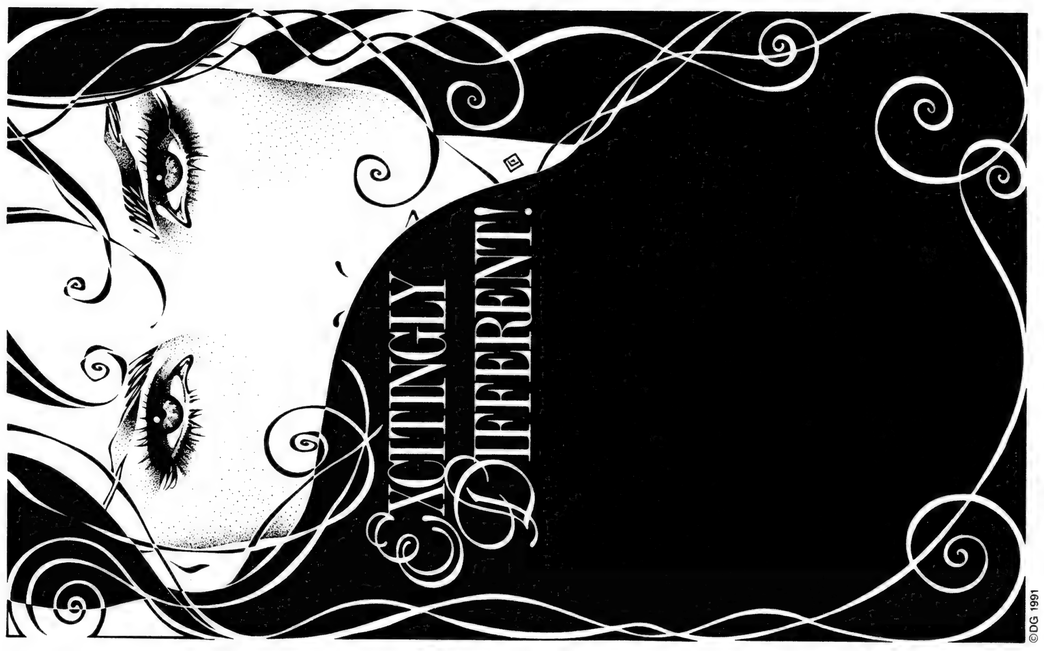

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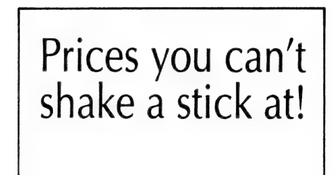

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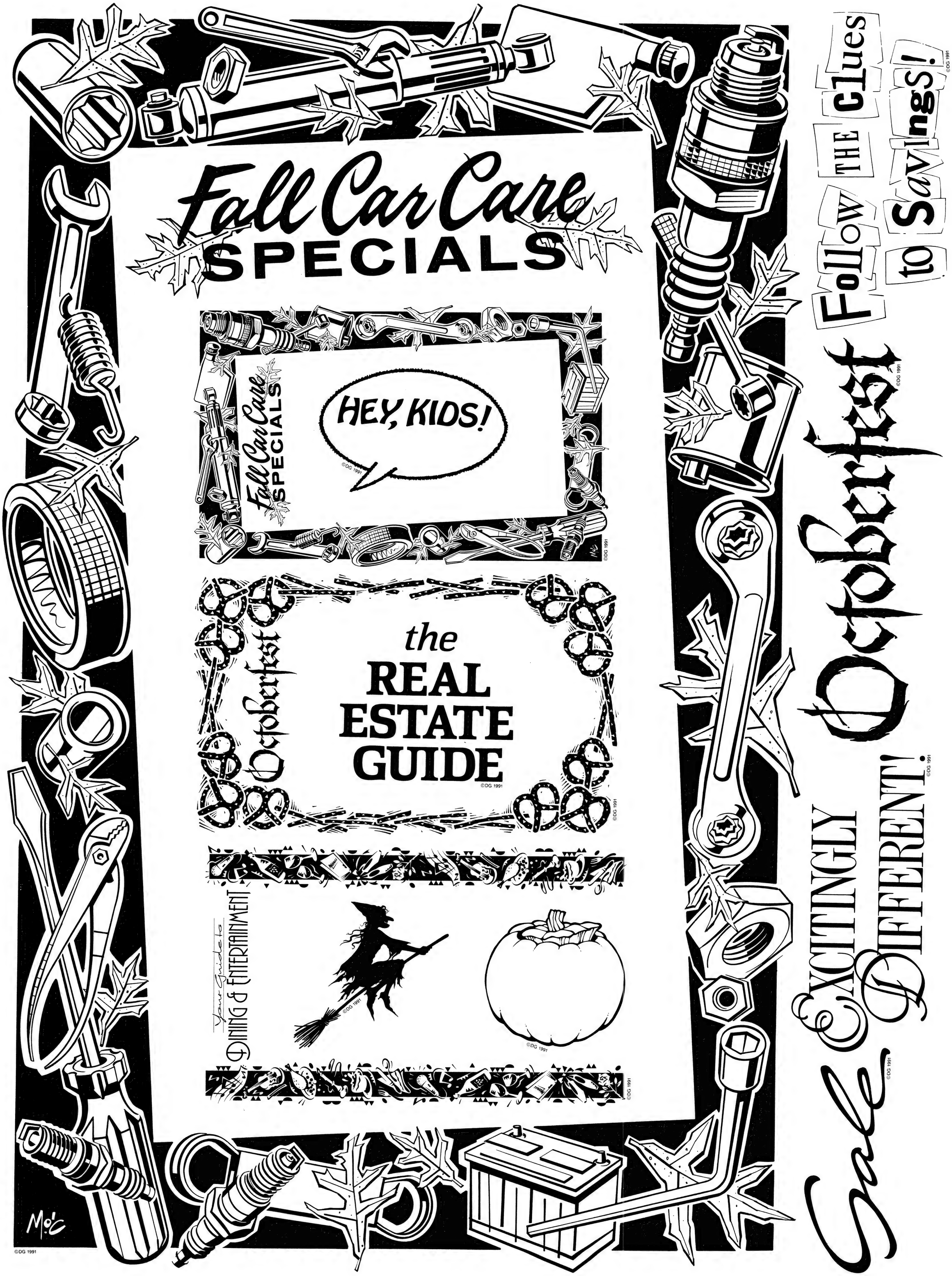
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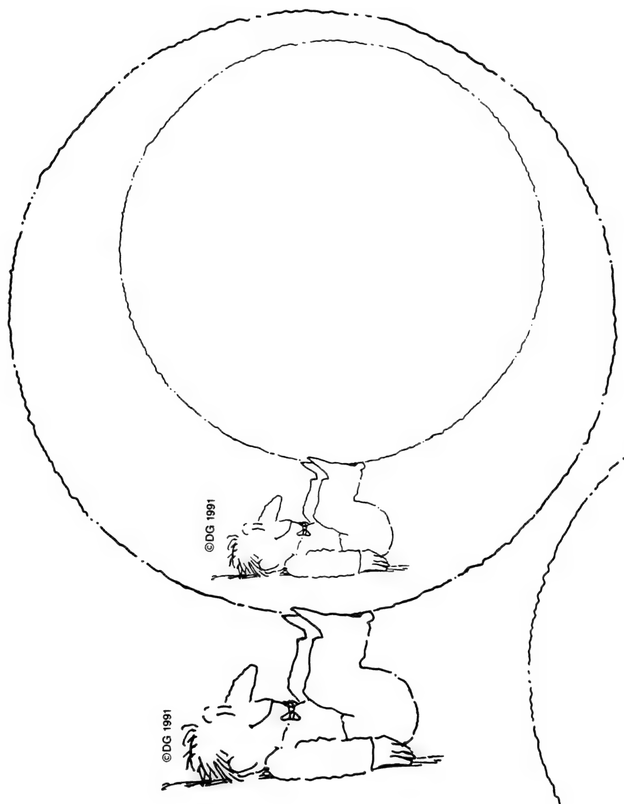
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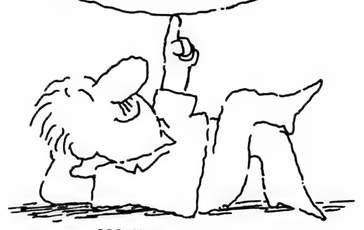
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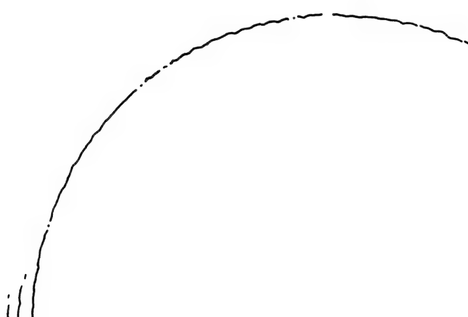
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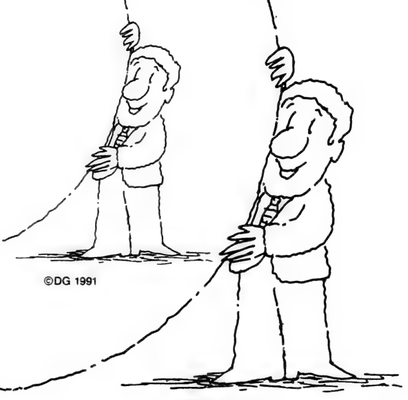
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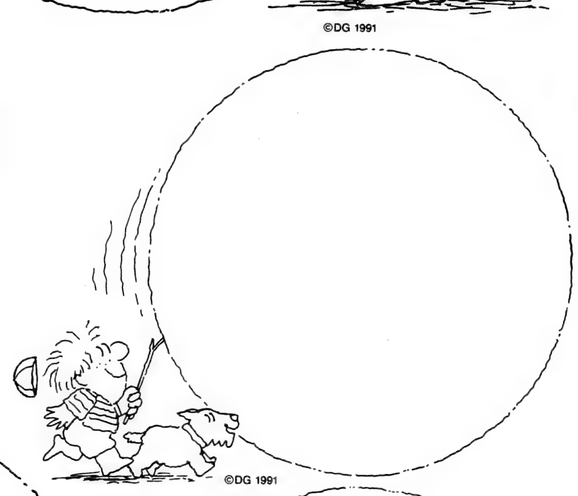
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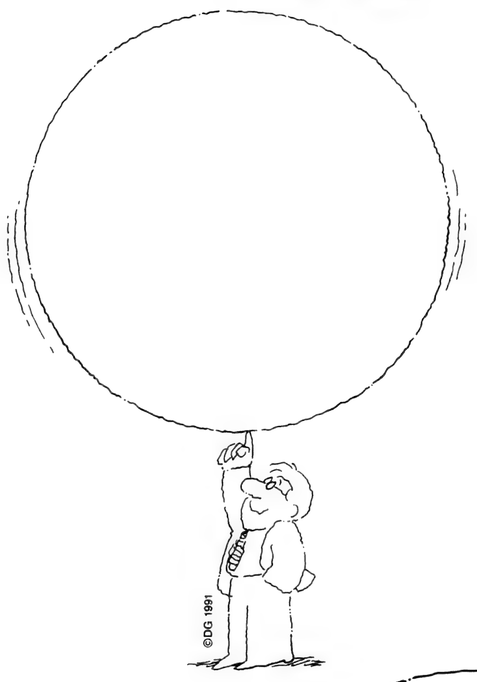
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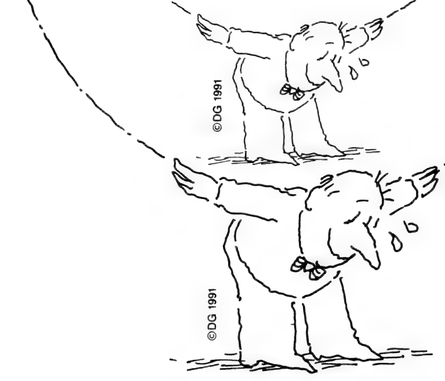
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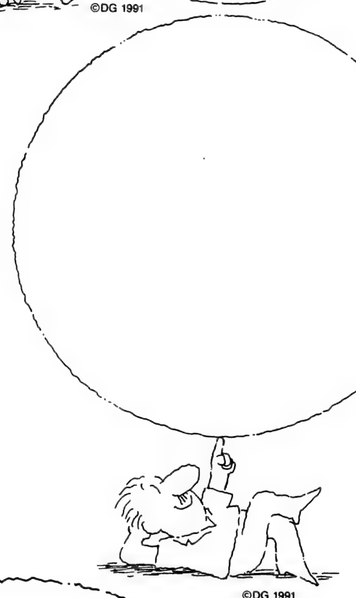
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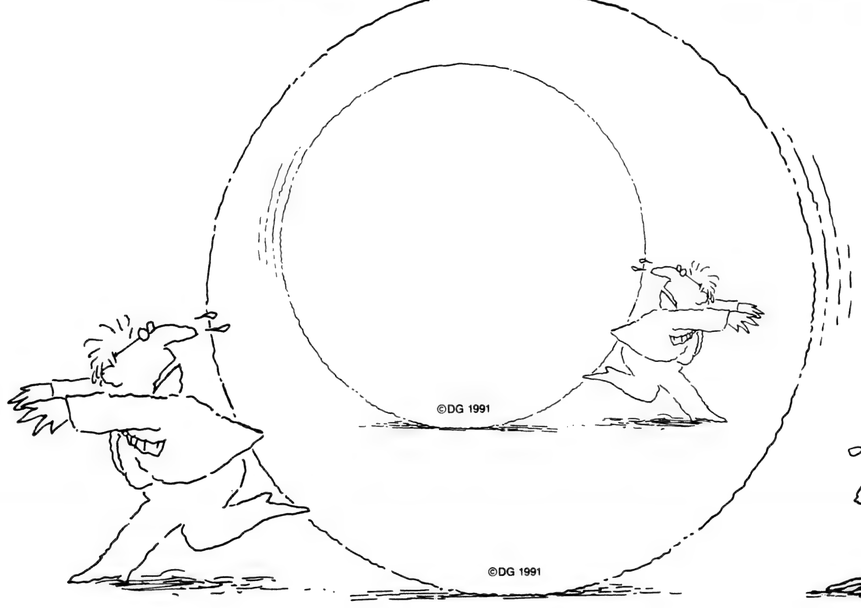
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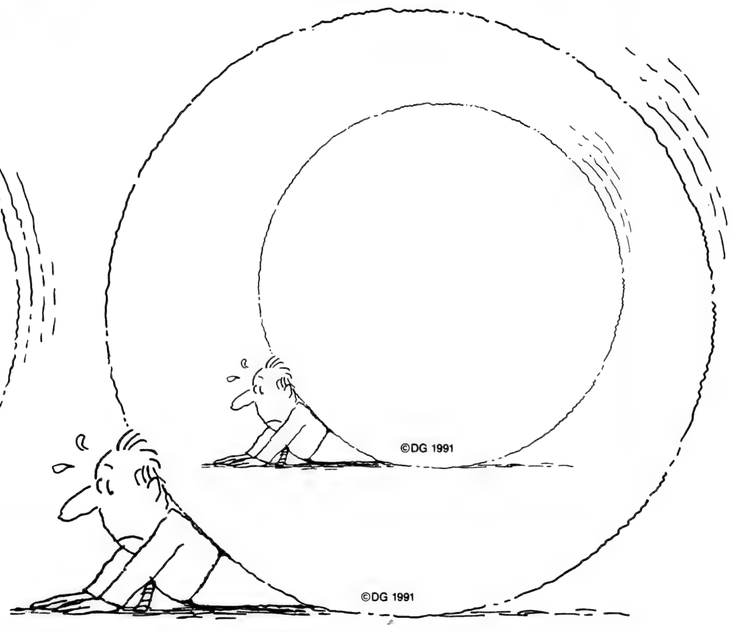
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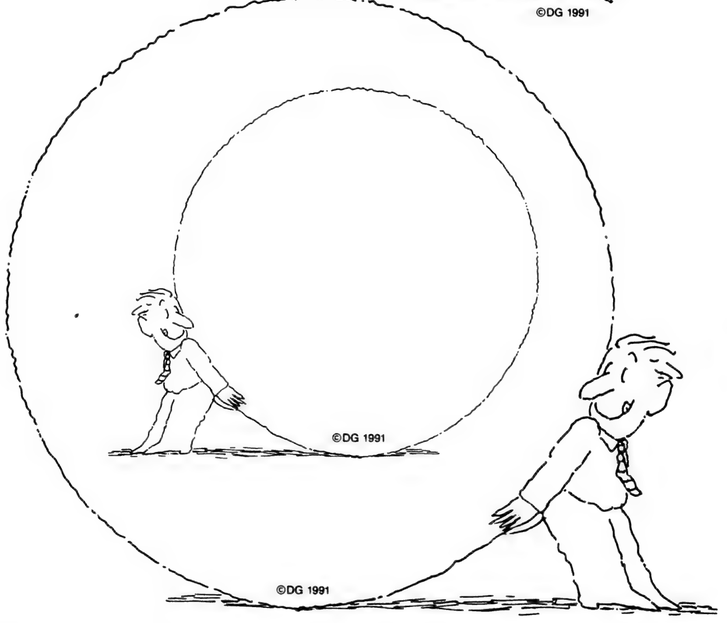
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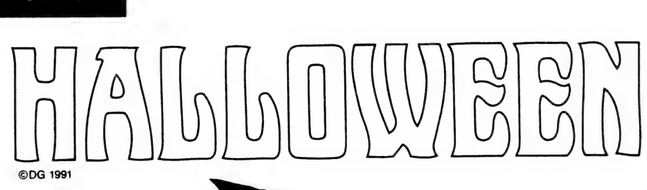

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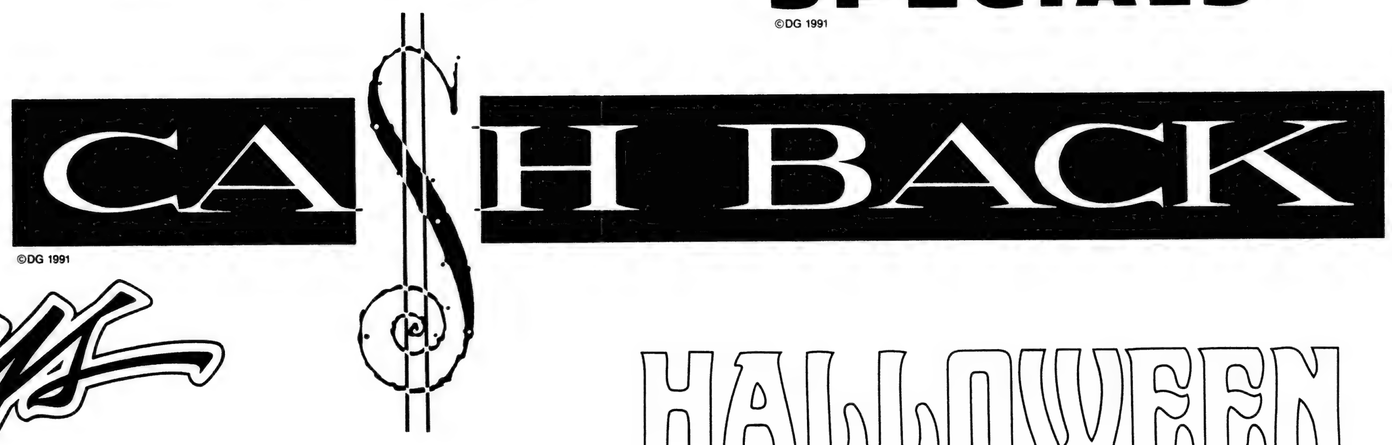

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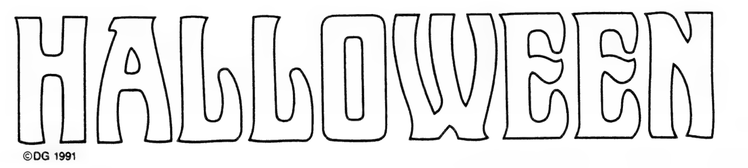

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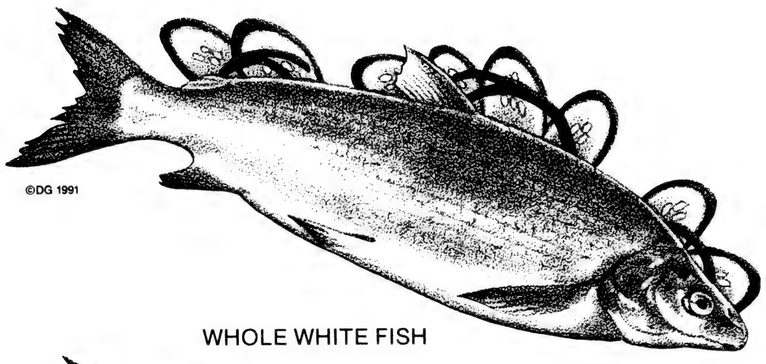

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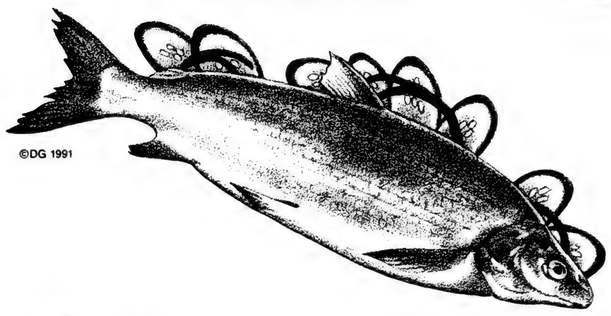
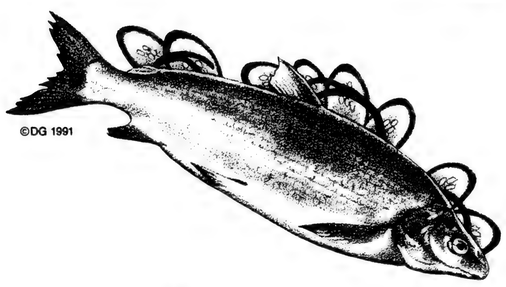
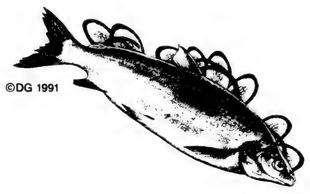
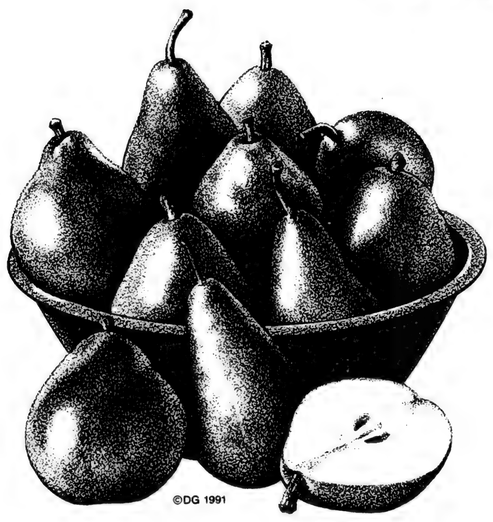
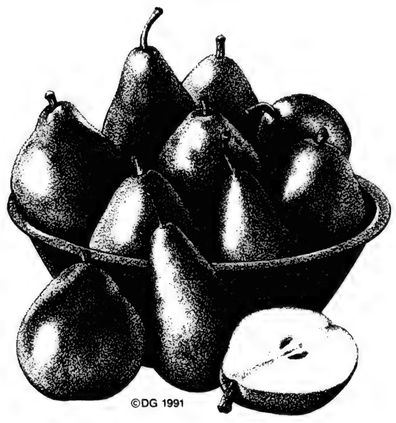


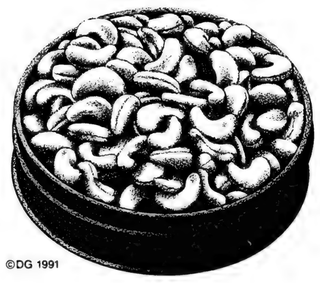


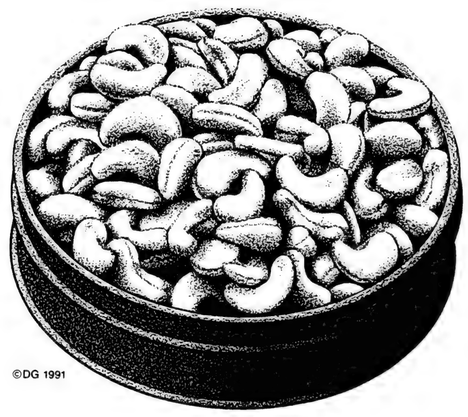


CUT-UP FRYER

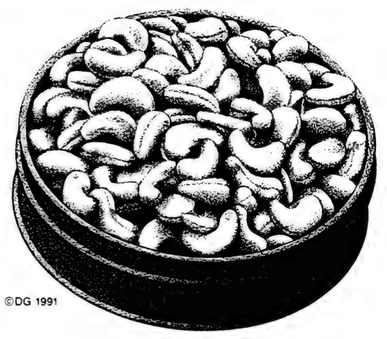


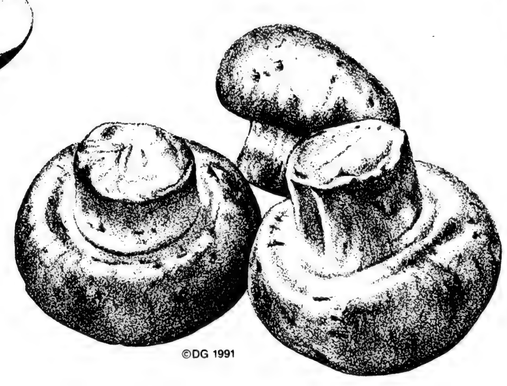




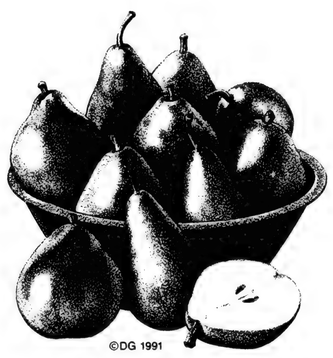


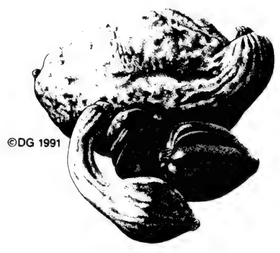
CASHEWS

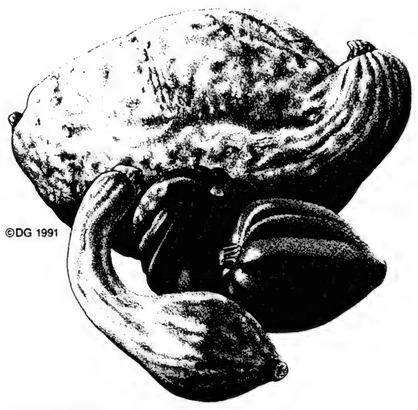


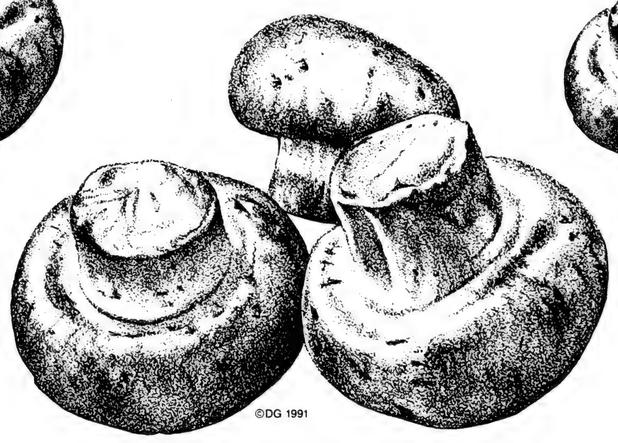


BARTLETT PEARS









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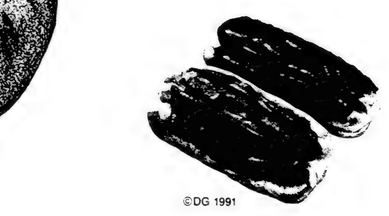
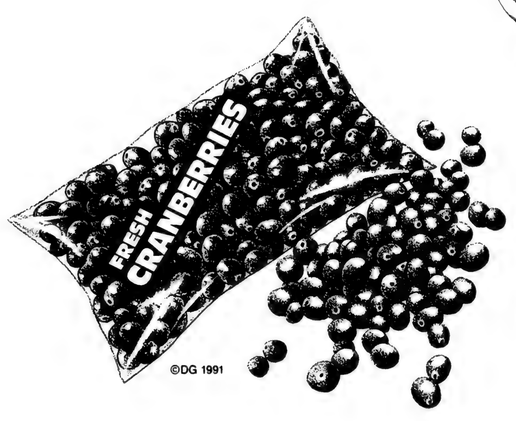
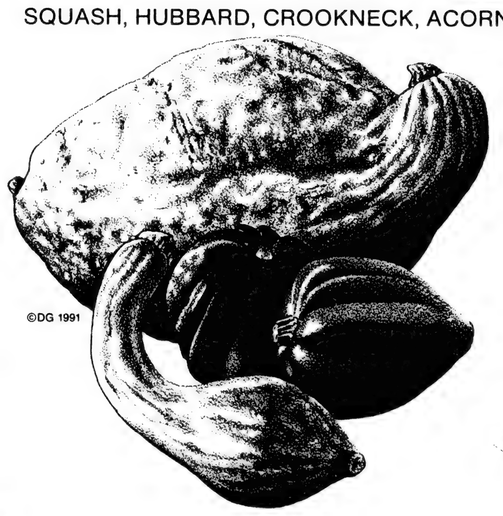
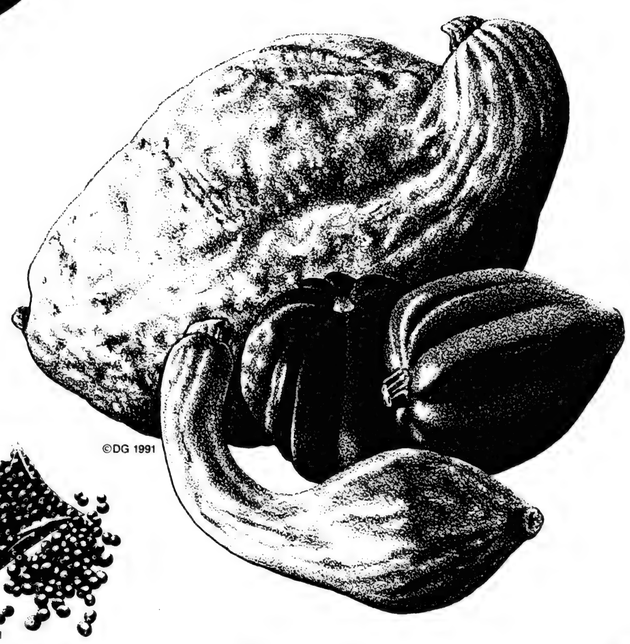
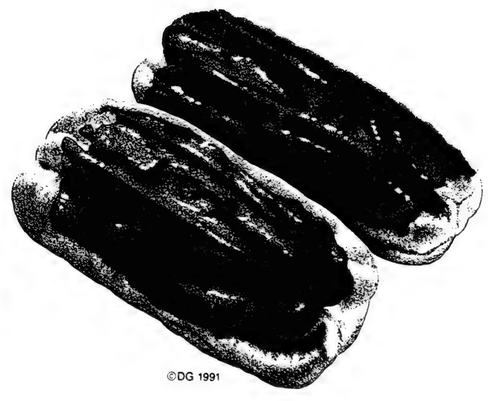






SQUASH, HUBBARD, CROOKNECK, ACORN





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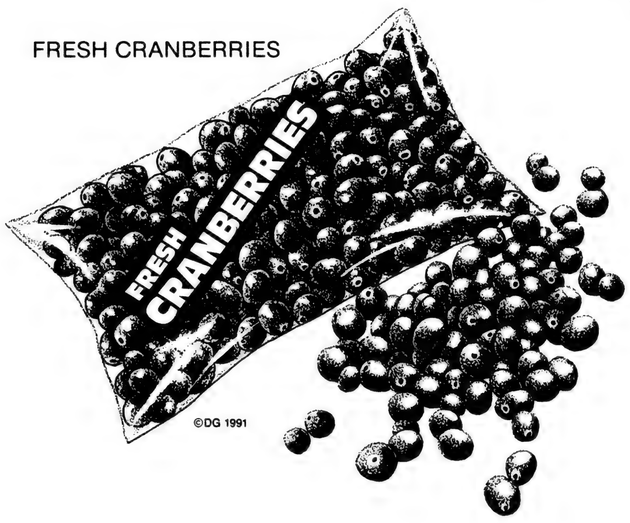

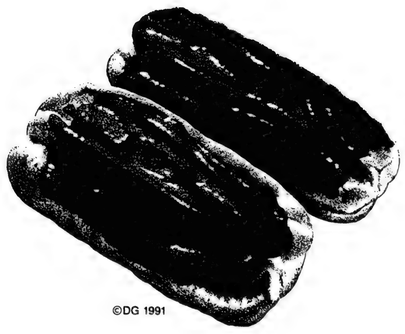

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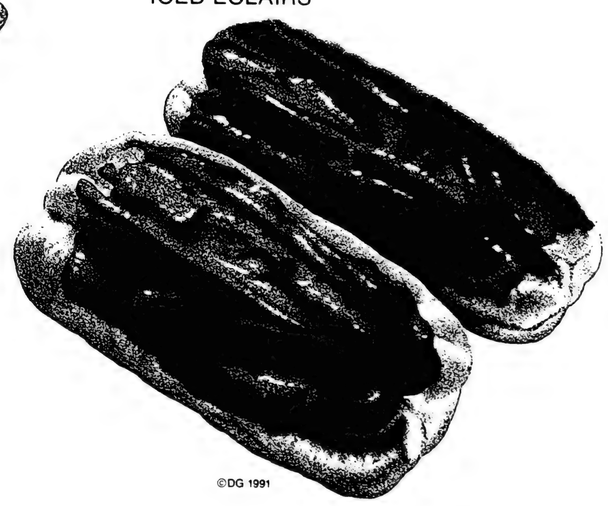

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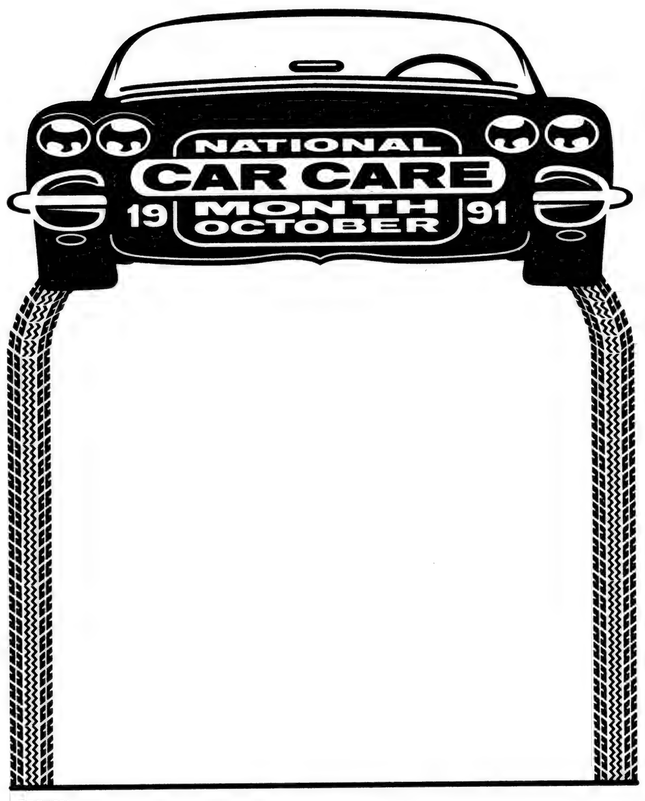

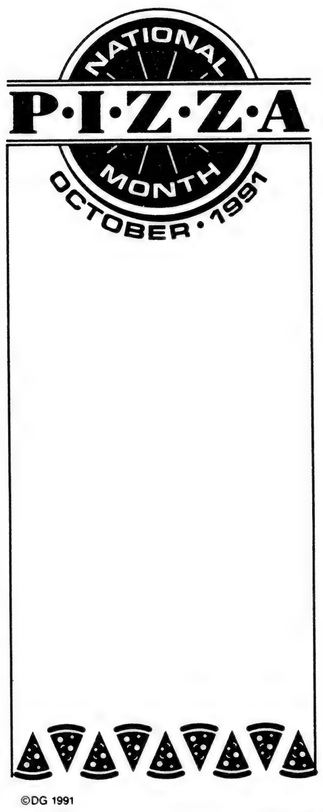

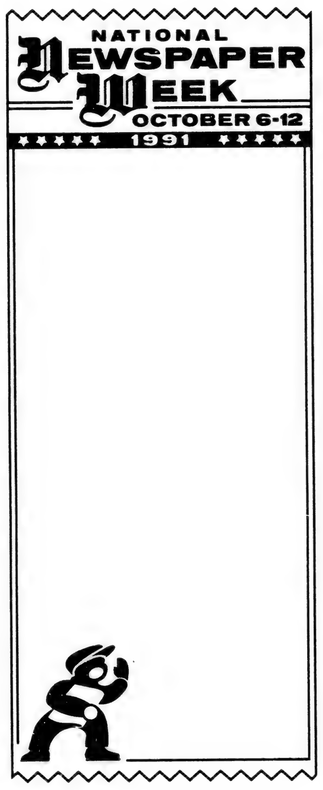

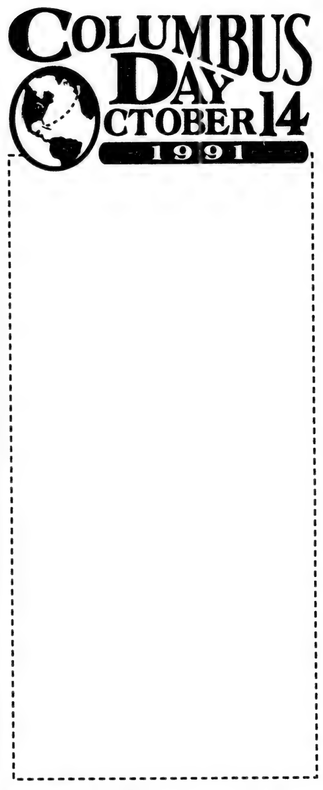

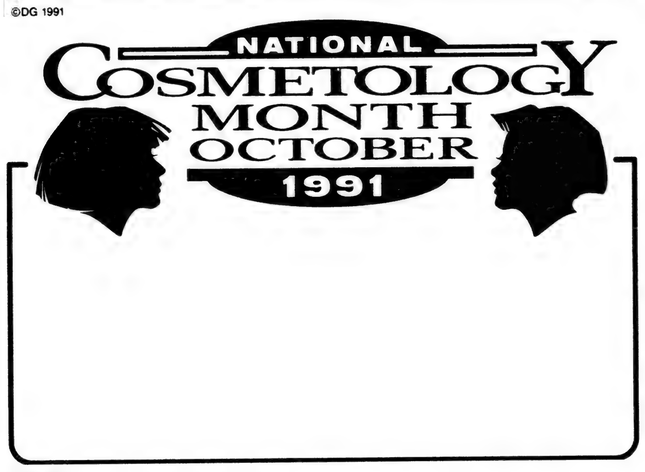

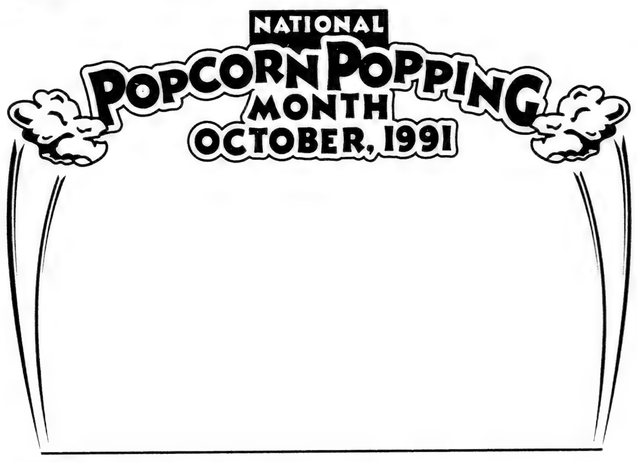

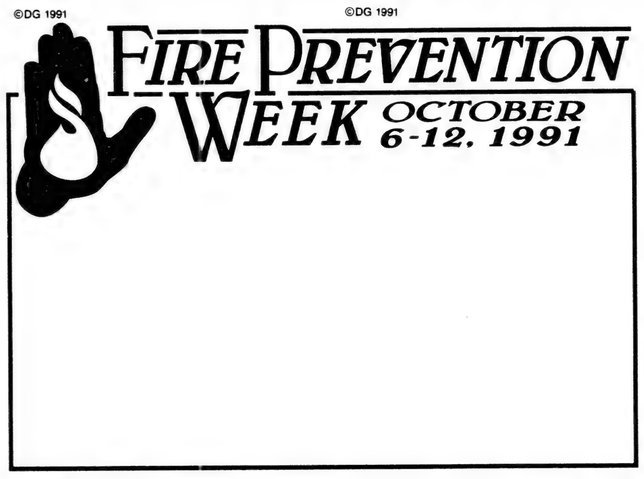

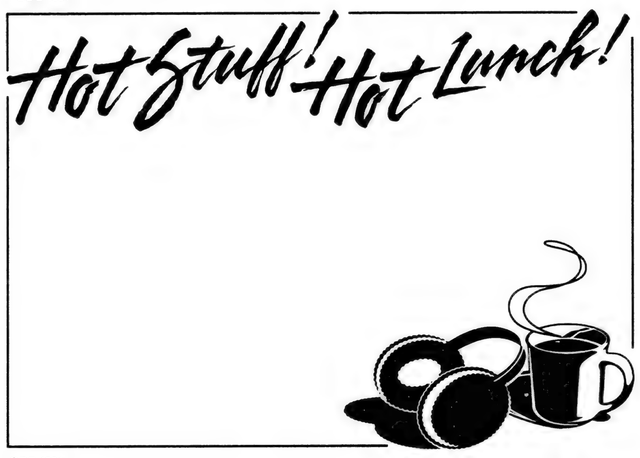

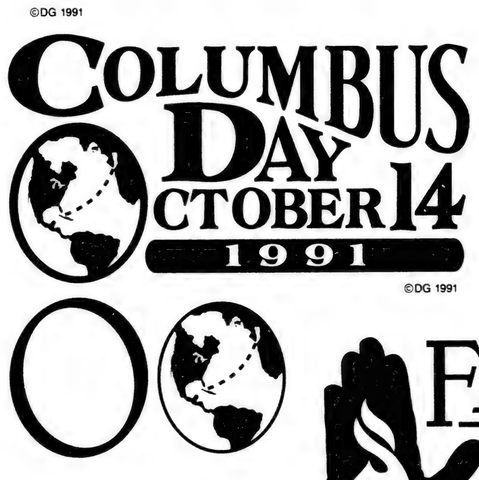

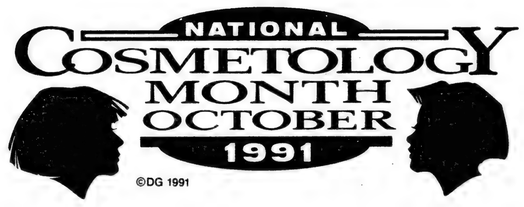

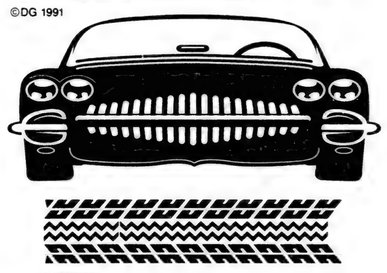

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An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

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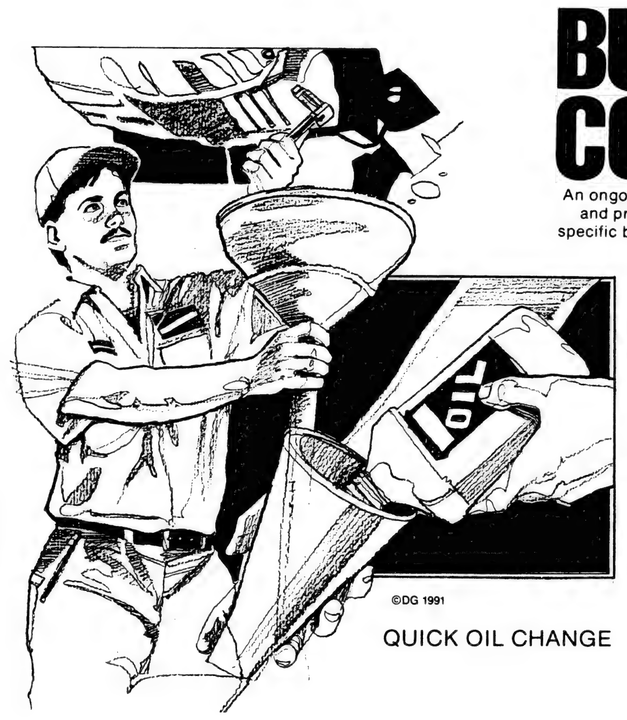
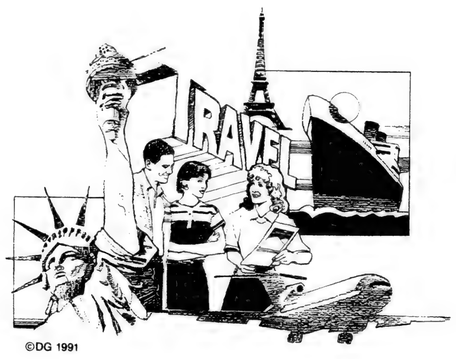
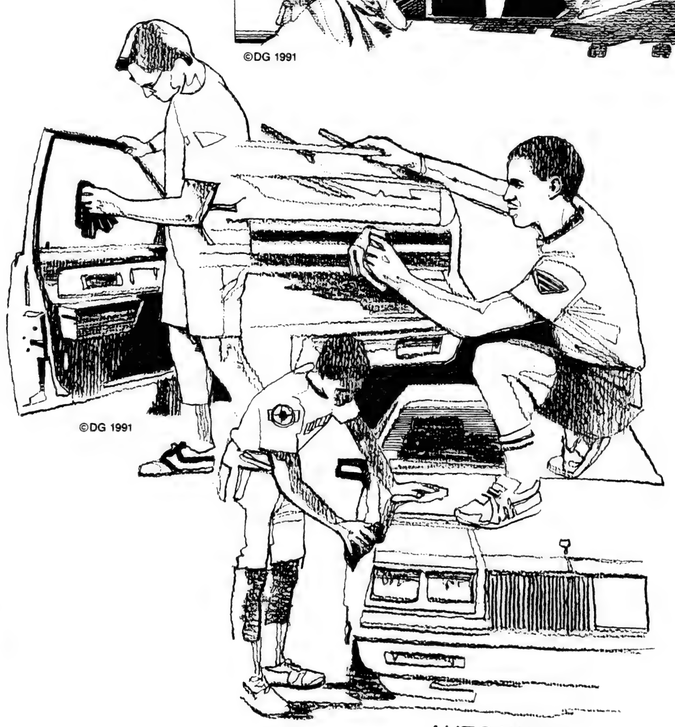


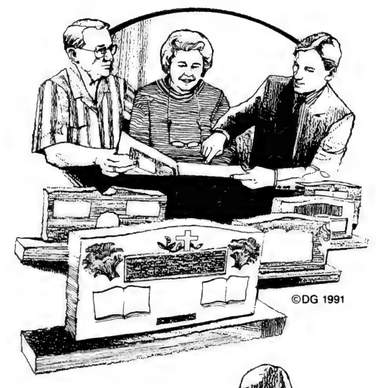
QUICK OIL CHANGE

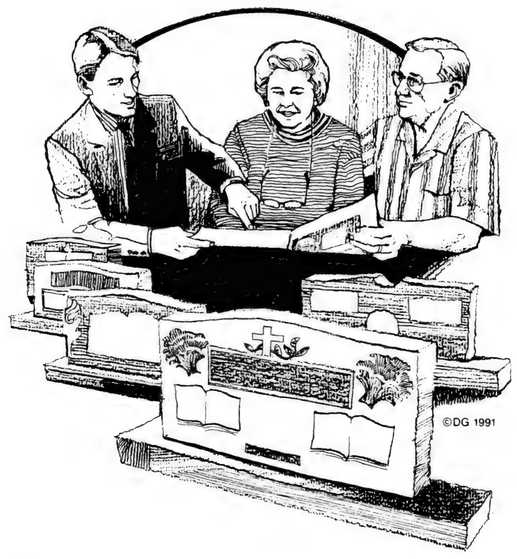
WINDOW WASHER



TRAVEL AGENCIES



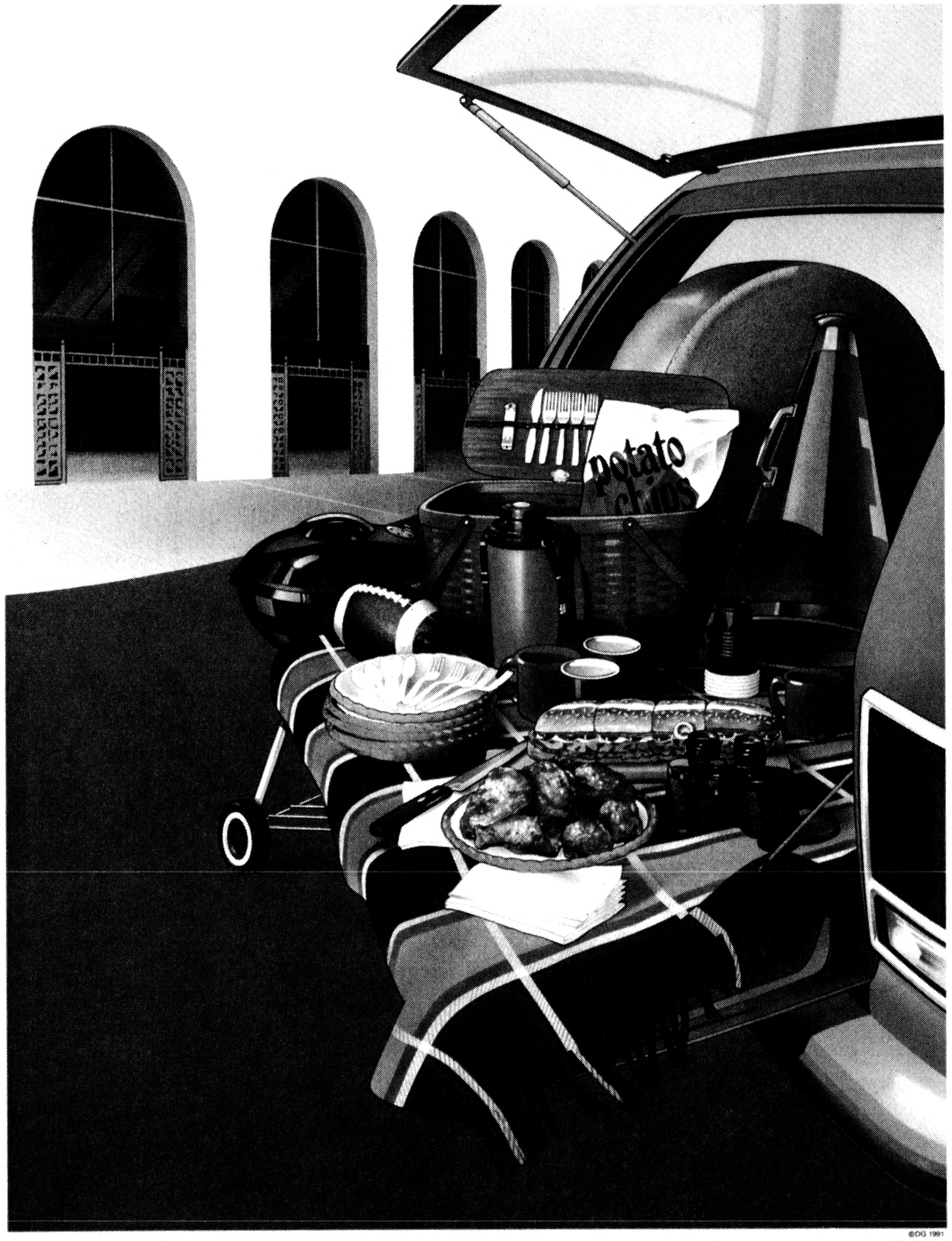




HEADSTONE SALES

CARPET/FURNITURE CLEANERS

AUTO WASH



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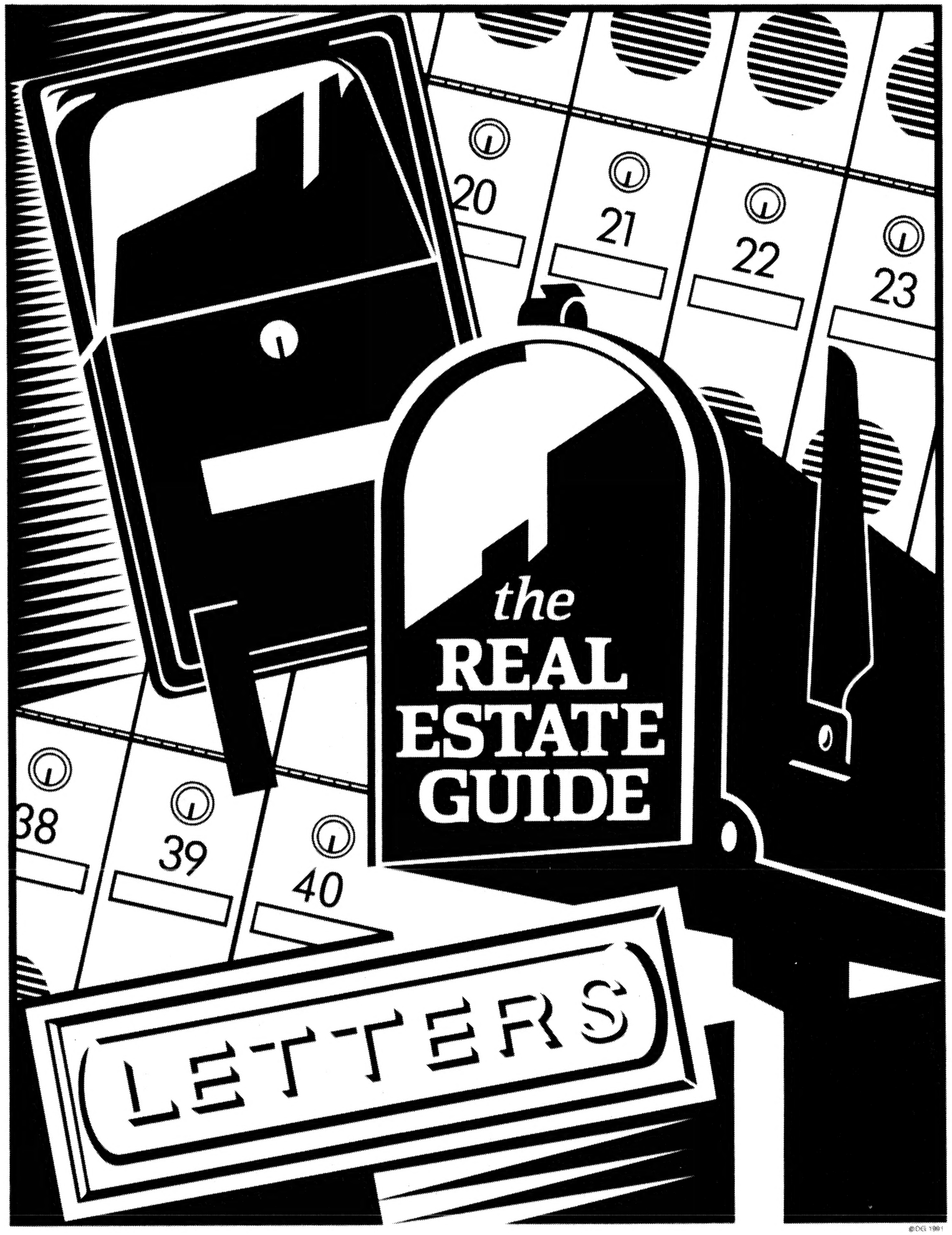
Shown below is the full color proof of the color separations appearing on pages 27 and 28.



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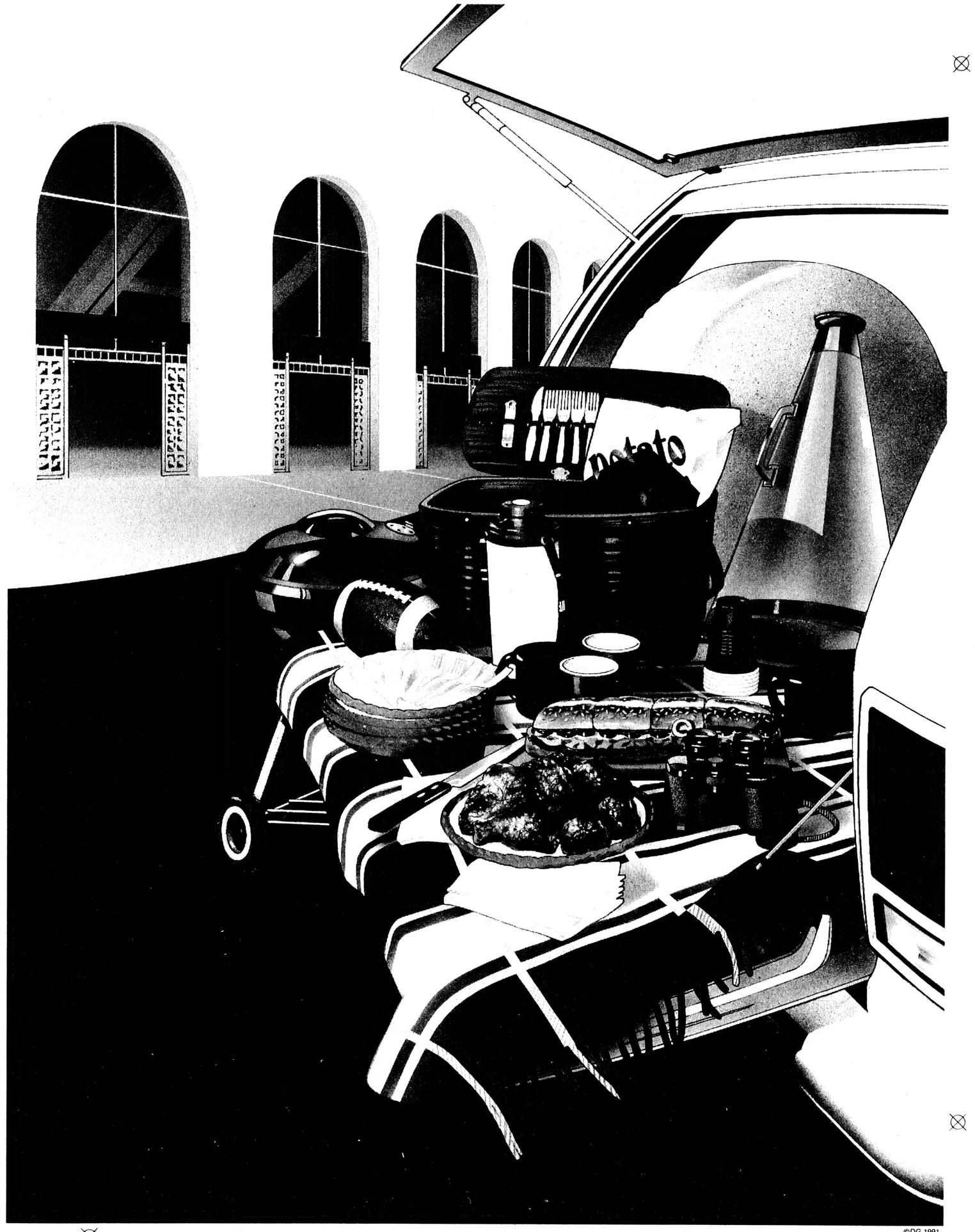
• RED PLATE



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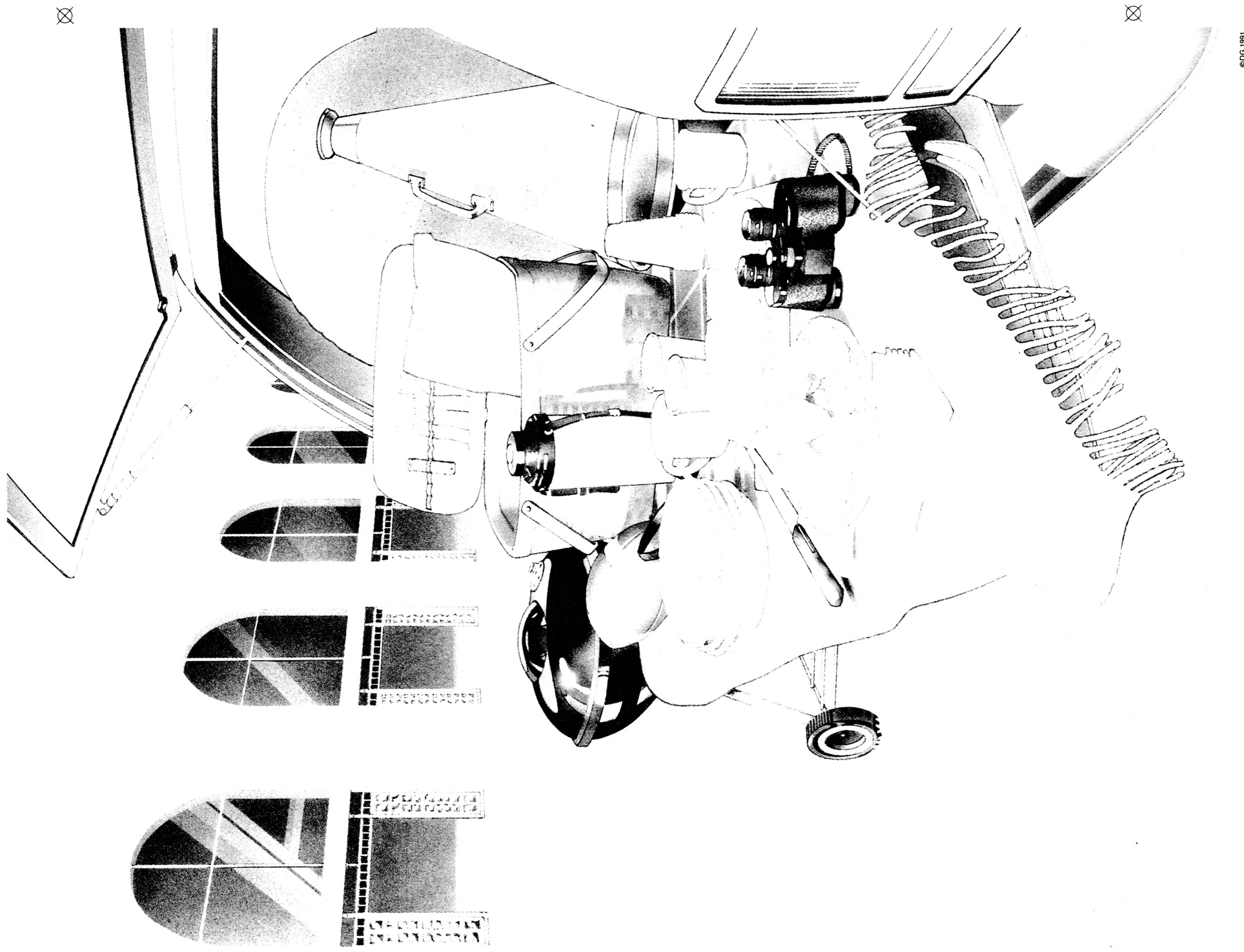
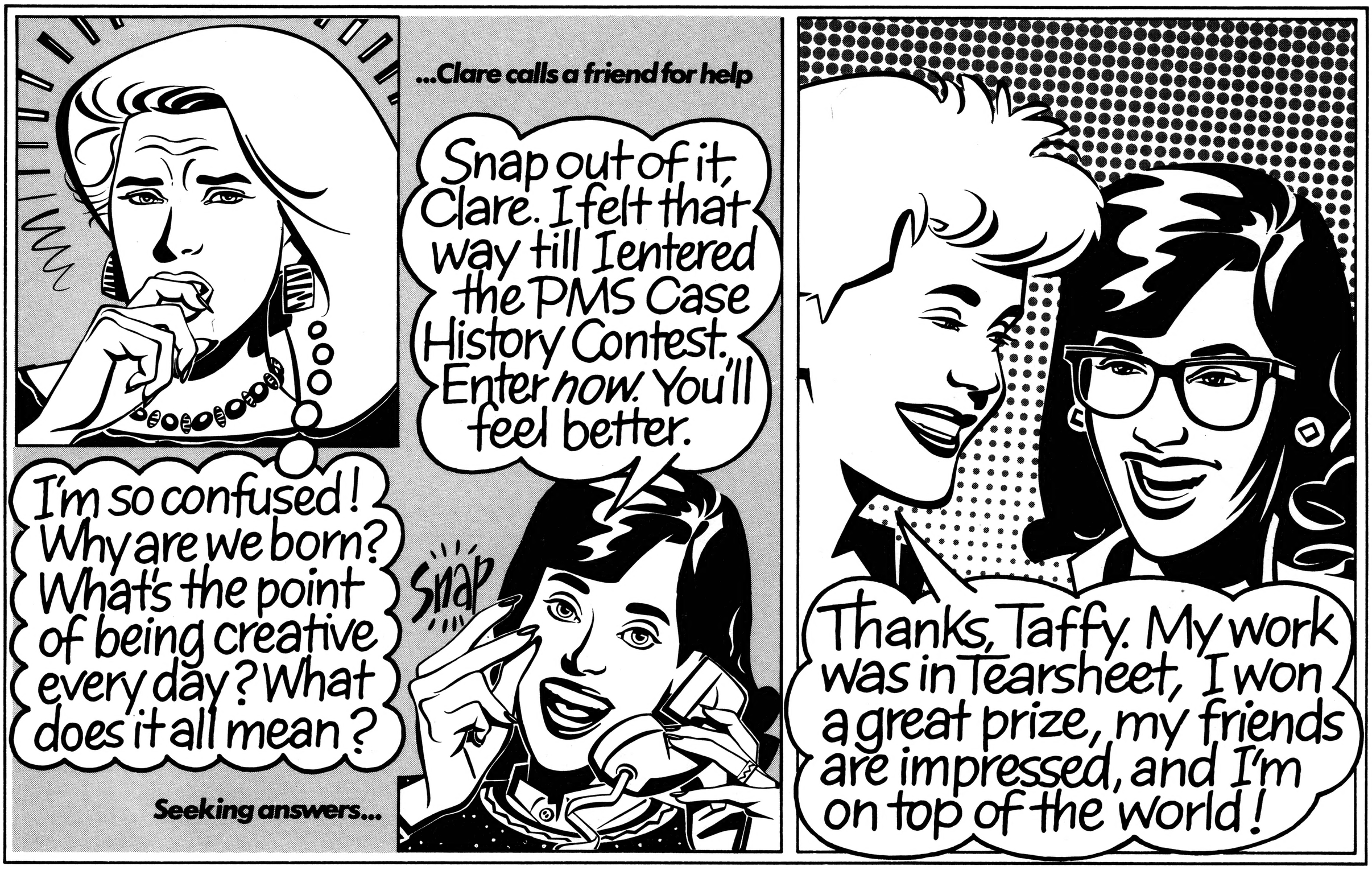
• YELLOW PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



THE DESIGNING LIFE


I'm so confused! Why are we born? What's the point of being creative every day? What does it all mean?
Seeking answers...
...Clare calls a friend for help
Snap out of it, Clare. I felt that way till I entered the PMS Case History Contest. Enter *now*. You'll feel better.
Snap
Thanks, Taffy. My work was in Tearsheet, I won a great prize, my friends are impressed, and I'm on top of the world!

Feelin' down? The PMS case history contest gives you 4 good reasons to keep going. . .

1. **Recognition for your creative achievements.** The committee selects 6 winners every month on the basis of quality, creativity, originality, and design application. Winners are published in **Tearsheet** magazine. You receive credit for your project and others will look to your work for inspiration. Proof positive that you and **PMS** make an unbeatable team. Plus, your parents will be so proud of you.
2. **Valuable prizes awarded.** As a winner, you choose what you want from the prize catalog: coolers, clocks, calculators, sports stuff, telephones, watches, small appliances, a wok set, and much more.
3. **Hand-lettered award certificate.** Tasteful design features your name, done in calligraphy by our hand-lettering artist. Display it proudly.
4. **No deadline.** Enter as often as you want. The more you enter, the better your odds of winning. Each entry is acknowledged with a letter of thanks from the creative coordinator. So snap out of it. Enter right now. It's easy.

ATTACH THIS FORM TO EACH ENTRY

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PMS ART FROM _____
(month) (year) (page no.)

REMARKS _____

_____
(attach more paper if necessary)

SIGNATURE _____

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include, but is not limited to, publication in *Tearsheet* magazine and other promotional material.

MAIL TO: PMS Case History Contest, Dynamic Graphics, Inc.
6000 N. Forest Park Drive, Peoria, IL 61614-3592

CONTEST RULES:

1. Subscribers to **PMS** may enter any graphic project containing **PMS** art.
2. Send in as many entries as you want to. Please attach a copy of the entry form, shown left, to each project and make sure the form is filled out completely.
3. Include the **PMS** month and year from which the art was taken, brief comments explaining any special techniques used, plus other important details.
4. For best reproduction, mail your entry unfolded. **Do not mount newsprint items.**

Your prize will be sent UPS so be sure to include your street address for delivery purposes. When you win, we win by being able to share your original design ideas with other **PMS** subscribers.

WINNERS WILL BE NOTIFIED TWO TO THREE WEEKS AFTER PUBLICATION OF THE ISSUE IN WHICH ENTRIES APPEAR.